JACK TRACY
ROOM 320

September 1, 1960

"JOHN BROWN'S RAID," PRODUCED BY ROBERT ALAN AURTHUR, WILL BE AN NBC SPECIAL TELECAST TUESDAY, OCT. 25, UNDER SPONSORSHIP OF THE PUREX CORPORATION

- - -

Program Will Be Taped on Location at Harper's Ferry

"John Brown's Raid," a dramatization of abolitionist John Brown's abortive war on slavery, will be presented as an NBC special telecast Tuesday, Oct. 25 (10-11 p.m. NYT), producer Robert Alan Aurthur announced today.

The program will be sponsored by the Purex Corporation, through its agency, Edward H. Weiss & Co.

Aurthur, helmsman of last season's highly acclaimed "Sunday Showcase," will take a mobile tape unit to Harper's Ferry, W. Va., in October to tape the 60-minute drama (in black and white only).

The decision to tape "John Brown's Raid" on location was based on the successful taping last season of NBC's "The American" in Arizona, Aurthur said. It was the first time a dramatic show had been taped on location.

Aurthur pointed out that Harper's Ferry has been restored to its original condition, and would make a "superb location" for the show. It is now a national monument, and, according to Aurthur, is "an extraordinarily beautiful site."

"John Brown's Raid" will be directed by Sidney Lumet, who directed the two-part "Sacco-Vanzetti Story" on NBC-TV last June.

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The script is by Robert Crean, a 36-year-old playwright whose play will be directed by Tyrone Guthrie for the Broadway stage production during the 1961-62 season. Crean has written scripts for "Kraft Television Theatre" and "The Catholic Hour."

John Brown's raid, though it ended in failure, created so much public discussion and political turmoil that national thought was aroused on the slavery issue. It was one of the explosive incidents leading to the Civil War.

On Oct. 16, 1859, abolitionist Brown and his 22-man army of liberation staged a raid on Harper's Ferry, site of the U. S. Armory and arsenal, and an easy gateway to the South and slave-holding sections.

The raid failed for lack of support. No one willingly joined Brown's army. Seventeen persons, 10 of whom were raiders, were killed in the fighting. Brown and six of his confederates were later hanged at Charles Town, the county seat. Brown died on Dec. 2, 1859.

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NBC-New York, 9/1/60

September 1, 1960

VIC MIZZY IS ASSIGNED TO WRITE THEMATIC MUSIC
FOR SEVERAL NEW SHOWS ON NBC-TV FALL SCHEDULE

Vic Mizzy, well-known composer of popular songs and motion picture scores, has been assigned to write thematic music for several new shows on NBC-TV's Fall schedule.

Presently scoring episodes of the NBC-TV Friday night colorcast series, "Moment of Fear," Mr. Mizzy has also completed thematic material and orchestrations for "The Shirley Temple Show," which premieres Sunday, Sept. 18 (7-8 p.m. NYT). He is also at work on the scores for some of the musical properties to be presented on that colorcast series during the season.

Mr. Mizzy has also written the themes to be used on "Klondike," which premieres on NBC-TV on Monday, Oct. 10 (9-9:30 p.m. NYT). He is also scheduled to do the scores for some original television musicals being considered for presentation during the 1960-61 season.

The composer of scores to such popular movies as "Easy to Love" and "Two Girls and a Sailor," Mr. Mizzy also wrote "Take It Easy," "My Dreams Are Getting Better

(more)

All the Time," "The Jones Boy" and the popular novelty song, "Choon Gum," as well as many other recent popular song hits.

A graduate in music at New York University, Mr. Mizzy also served in the U. S. Navy in World War II and later taught the Schillinger System of music at New York University. In addition to his composing activities, he has been an orchestrator for some of the country's leading orchestras as well as some of the top recording companies.

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NBC-New York, 9/1/60

September 1, 1960

ALL-STAR CAST--HEADED BY ARTHUR KENNEDY (AS ALEXANDER HAMILTON), RALPH BELLAMY (AS THOMAS JEFFERSON)--SET FOR SEASON'S FIRST DRAMA OF "THE EQUITABLE'S OUR AMERICAN HERITAGE" ON NBC-TV

An all-star cast -- headed by Arthur Kennedy in the role of Alexander Hamilton and special guest star Ralph Bellamy as Thomas Jefferson -- has been assembled for "Not Without Honor," which will be telecast Friday, Oct. 21 (7:30-8:30 p.m. NYT) on the NBC-TV Network as the first of seven historical dramatizations for the second season of "The Equitable's Our American Heritage" series.

Mildred Freed Alberg, producer (for Milberg Enterprises Inc.) of the award-winning series, announced that the teleplay, written by Ernest Kinoy, and directed by Alex Segal, was taped this week.

Additional stars for "Not Without Honor" are Roddy McDowall as Phillip Hamilton, Robert Emhardt as Col. Peter Gansevoort, John Colicos as Aaron Burr, and Howard St. John as George Washington.

Bellamy, Kennedy and St. John on (Oct. 18, 1959) starred in identical roles in the "Our American Heritage" premiere, "Divided We Stand," which was a drama about a significant period in the career of Jefferson and his political clashes with Hamilton.

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The storyline of "Not Without Honor" concerns the last four years in Hamilton's life. In 1800, Hamilton, the former Secretary of the Treasury, was the Federalist leader in New York. Jefferson was running for President of the Republican Party (which became the Democratic Party in 1828) against the Federalist candidate, Aaron Burr. The political differences of Jefferson and Hamilton notwithstanding, Hamilton gave his support to Jefferson, thwarted Burr's ambitions for the Presidency and killed his chances for the Governorship of New York.

Challenged by Burr to a duel with pistols, because of alleged acrimonious comments, Hamilton was shot at Weehawken, N. J., on the morning of July 11, 1804, and died the following day.

"The Equitable's Our American Heritage," prepared in collaboration with the editors of American Heritage Magazine, is sponsored by The Equitable Life Assurance Society of the United States, through Foote, Cone & Belding. Lowell Thomas is host.

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NBC-New York, 9/1/60

September 1, 1960

'THE BARBARA STANWYCK SHOW' STARTING ON NBC-TV IN HALF-HOUR MONDAY-NIGHT TIME PERIOD

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Noted Actress to Be Hostess of All Shows and Star in Most

Barbara Stanwyck, one of filmdom's most popular actresses, turns her talents to television when she makes her debut on the NBC-TV Network in "The Barbara Stanwyck Show" Monday, Sept. 19 (10-10:30 p.m. NYT). The new weekly series of filmed dramatic shows, marks Miss Stanwyck's entry into TV for the first time on a regular basis.

Sponsors for the half-hour weekly series, are Alberto-Culver Company for their hair-grooming products, through Geoffrey Wade Advertising Inc., and the American Gas Association, through Lennen & Newell Inc.

Miss Stanwyck will appear as hostess on all programs and star in most of them. Her roles will range from straight drama to light comedy, from murder mystery to domestic farce.

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NOTE TO TV EDITORS AND PHOTO EDITORS: "The Barbara Stanwyck Show" is the correct title for the new series, and not "The Barbara Stanwyck Theatre" (as mentioned in earlier publicity releases and photo captions).

The series will be produced by E. S. W. Enterprises at Desilu Studios in Hollywood, in association with the NBC-TV Network. Executive producer is Louis F. Edelman, and producer is William H. Wright.

Miss Stanwyck, a four-time "Oscar" nominee, has achieved prominence which makes her name a byword to American movie-goers.

Star of 76 motion pictures, she has portrayed roles varying from tragedy to light comedy, from innocent young girls to murderesses, neurotics, and once a 100-year-old woman. Although motion pictures are her forte, Miss Stanwyck actually got her first stellar billing on Broadway. She scored personal triumphs in "The Noose" and "Burlesque" on the stage before moving on to a Hollywood career. Her first big picture was "Ladies of Leisure," and from that she went on to such smash successes as "Stella Dallas," "Meet John Doe," "The Lady Eve," "Double Indemnity," "Sorry, Wrong Number," "Clash By Night" and "Titanic."

Executive producer Louis F. Edelman is a veteran movie and TV producer. Among his early screen triumphs was "The Fighting 69th." More recently, he was responsible for "I'll See You in My Dreams," "White Heat," "The West Point Story" and "A Song to Remember." In TV, he is executive producer of "The Danny Thomas Show," "Wyatt Earp," "The Californians," "Jim Bowie" and the forthcoming "Love and Marriage."

William H. Wright, producer of "The Barbara Stanwyck Show," was also associated with TV production of "Jim Bowie" and has a long list of Hollywood credits. Originally a free-lance writer, he became production assistant to David O. Selznik, then to Harry Cohn, before becoming a producer. He was an MGM producer for nine years before moving to Columbia Pictures. Among his productions are "Letter for Evie," "Three Wise Fools" and "The Naked Spur."

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CREDITS FOR 'THE BARBARA STANWYCK SHOW' ON NBC-TV

TIME:	NBC-TV Network, Mondays (10-10:30 p.m. NYT)
STARRING:	Barbara Stanwyck
FORMAT:	A half-hour filmed drama anthology series
PREMIERE:	Sept. 19, 1960
FILMED BY	E. S. W. Enterprises at Desilu Studios in Hollywood, in association with the NBC-TV Network.
EXECUTIVE PRODUCER:	Louis F. Edelman
PRODUCER:	William H. Wright
DIRECTORS:	Various
WRITERS:	Various
DIRECTOR OF PHOTOGRAPHY:	Nick Musuraca
PRODUCTION SUPERVISOR:	W. Argyle Nelson
PRODUCTION MANAGER:	Marvin Stuart
EDITORIAL SUPERVISOR:	Bill Heath
FILM EDITOR:	Carl L. Peirson
STORY EDITOR:	Margaret Buell Wilder
ART DIRECTORS:	Ralph Berger and Richard Y. Haman
SET DECORATOR:	Theodore Driscoll
MUSIC EDITOR:	E. C. Norton
SOUND:	James S. Thomson
MAKEUP:	Tom Tuttle
HAIR STYLIST:	Merle Reeves Gainor
WARDROBE:	Molly S. Briggs
NBC PRESS REPRESENTATIVES:	Don Jones (Hollywood); Noreen Sherlock (New York)
SPONSORS (AND AGENCIES):	American Gas Association (Lennen & Newell Inc. and Alberto-Culver Company (Geoffrey Wade Advertising Inc.)

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NBC-New York, 9/1/60

September 1, 1960

'THE GROUCHO SHOW' (WITH NEW NAME BUT SAME MARXMAN)
STARTS 1960-61 SEASON ON NBC-TV THURSDAY, SEPT. 22

A new name -- "The Groucho Show" -- heralds a new look when Groucho Marx opens the 11th TV year as quipmaster of his weekly comedy-quiz program on the NBC-TV Network Thursday, Sept. 22, 10-10:30 p.m. NYT. (Including the original radio series, this will be Groucho's 14th year with the show.)

Prominent in the new setup will be "the black box mystery" for what is termed "the biggest prize ever awarded on television." Home viewers as well as contestants will be eligible to win.

Also new will be a running, nationwide search for "Mrs. Housing Development" of 1961. Prizes include a station wagon, a trip to and around Hollywood for winner and spouse, plus a chance for the winner to earn up to $5,000 on the show.

The unexpected, as well as the new, are key words for "The Groucho Show" of 1960-61.

No longer will viewers be able to count on the familiar show-opening of theme music, announcer George Fenneman introducing "the one and only," then Groucho acknowledging the applause as he straddles his high stool behind his traditional podium.

Now Groucho is liable to make his entrance in a sedan chair borne by a retinue of lackeys or as a strolling musician in a gypsy trio.

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And no longer will viewers be able to count on the duck or even the shapely chick of a later day -- flying down from the rafters when a contestant says the secret word.

In the running mystery stunt, which starts around mid-season, a black box will be placed on stage in constant view. During every program from the time the box is introduced, each contestant will be asked to guess its contents. No questions will be permitted and no hints offered. To give viewers a chance to win, Groucho periodically will call a place in the United States where someone is likely to be near a phone during the evening (spots like a college sorority house, a police station or a hotel) with the same question.

Starting early in the new season, one of the contestants on each week's show will be a young married woman who will appear in a bathing suit as a candidate for the title "Mrs. Housing Development." Candidates, whose ages must range between 18 and 25, will be selected by junior chambers of commerce in 25 cities, with the help of program personnel.

"Everybody else seems to be looking for a 'national purpose'," Groucho said. "I think we'll find out more about what America is thinking and planning and aiming for by talking to young housewives than by discoursing with pundits and politicians. Besides, young housewives are a lot easier on the eyes."

Balancing the new with the best of the old, "The Groucho Show" will bring back George Fenneman as the quizmaster's right-hand man, Jack Meakin and his studio orchestra, and the $10,000 quiz, details of which remain the same as last season.

This is the betting procedure in which contestants no longer can lose (as they try for the jackpot question) any of the money they

(more)

have won in the quiz. Contestants get their choice of a trayful of questions in the category they have selected. The questions carry values of $100, $200 and $300. To win a shot at the jackpot query, contestants must correctly answer $500 worth of questions in no more than four tries. The jackpot question answered correctly still will be worth $10,000, $5,000 or $2,000 depending on whether the wheel of fortune spun by eligible contestants comes up with their first-choice number, their second-choice number or neither.

* * *

CREDITS FOR 'THE GROUCHO SHOW' ON NBC-TV NETWORK

TIME:	NBC-TV Thursdays, 10 p.m. NYT, starting 1960-61 season, Sept. 22
ORIGINAL STARTING DATE:	Oct. 27, 1947
STAR:	Groucho Marx
ANNOUNCER:	George Fenneman
FORMAT:	Comedy-quiz show
PRODUCER:	John Guedel
DIRECTORS:	Robert Dwan and Bernie Smith
MUSIC DIRECTOR:	Jack Meakin
PROGRAM STAFF:	Hy Freedman and Howard Harris
PROGRAM MANAGERS:	Edwin I. Mills, Rich Hall, Marion Pollock
DIRECTOR OF PHOTOGRAPHY:	Alan Stensvold, A. S. C.
SUPERVISING FILM EDITOR:	Norman Colbert
FILM EDITOR:	Robert Ford
PRODUCTION SUPERVISOR:	Arthur S. Bruckman

(more)

September 1, 1960

ART LINKLETTER, STILL PROVING 'PEOPLE ARE FUNNY,' STARTING 1960-61 SEASON OF NBC-TV SERIES IN SUNDAY TIME SPOT

Stuntmaster Art Linkletter has been proving since 1942 that "People Are Funny" and will be back again for his seventh television season on the NBC-TV Network with a weekly series of selected repeat telecasts in a new day and time slot and for a new sponsor.

The 1960-61 "People Are Funny" series will be presented Sundays, starting Sept. 18 (6:30-7 p.m. NYT). The sponsor will be Squibb Laboratories Division of Olin Mathieson Chemical Corporation through the Donahue & Coe Inc. agency.

Stunts involving love, names and anagrams will be spotlighted in the premiere show. With the aid of Univac, the mechanical brain machine, Art has selected a girl and three fellows who are scientifically suited to her. The machine will attempt to determine which man she will select.

In other stunts, Art picks a secretary from the audience to determine if she can remember the names of seven people in the audience whom she has just met. If she remembers all seven she wins $1,000. Each one missed cuts the money in half. A couple from the audience play anagrams for a possible $10,000.

* * *

CREDITS FOR 'PEOPLE ARE FUNNY'

TIME: NBC-TV Network, Sundays, 6:30-7 p.m. NYT; new season starting September 18

STAR: Art Linkletter

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FORMAT:	Audience participation, with fun, stunts and prizes (selected repeat telecasts)
PRODUCER:	John Guedel
DIRECTOR:	Irvin Atkins
PROGRAM MANAGER:	Walter Guedel
IDEAS BY:	Lou Schor, Glenn Wheaton
DIRECTOR OF PHOTOGRAPHY:	Alan Stensvold, A. S. C.
COORDINATOR:	Gene Allen
PRODUCTION SUPERVISOR:	Hank Gilbert
ANNOUNCER:	Pat McGeehan
SUPERVISING EDITOR:	Mario Mora
FILM EDITOR:	John McCafferty
MAKEUP:	Don Otis
CHIEF ELECTRICIAN:	George Marquenie
SOUND ENGINEER:	Bob Callen
SCRIPT SUPERVISOR:	Helen Gailey
SPONSOR:	Squibb Laboratories Division of Olin Mathieson Chemical Corporation
AGENCY:	Donahue & Coe Inc.
ORIGINATION:	Linkletter Playhouse, Hollywood, Calif.
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood); Bob Goldwater (New York)

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NBC-New York, 9/1/60

September 1, 1960

NBC ENLISTING AID OF NATIONAL GROUPS IN ARRANGING MEETINGS THROUGHOUT COUNTRY FOR DISCUSSION OF TOPICS DEBATED ON "THE NATION'S FUTURE" TELECASTS SATURDAY NIGHTS

NBC is enlisting the cooperation of scores of national groups in arranging special meetings across the country for the study and discussion of the vital issues to be debated on "The Nation's Future," the new series of live forums which premieres Saturday, Nov. 12, on the NBC-TV Network. The program will be presented every Saturday from 9:30 to 10:30 p.m. NYT.

The appointment of Mrs. Lucile H. Jarvis and Miss Barbara J. Emerson to do the organization work in the field was announced today by Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, who created and developed the series.

Mrs. Jarvis and Miss Emerson are working under the supervision of Richard Kellerman, Coordinator of Community Relations for "The Nation's Future." In visits to more than 100 cities, they will seek the support of civic, educational and religious organizations, fraternal orders and business and labor groups.

The series each week will present a debate on a cardinal issue between two distinguished leaders in public life, with conflicting views. The unusual format provides for participation by a specially invited studio audience at the point of origination and cut-aways to simultaneous forums in the studios of NBC affiliated stations.

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"The issues to be aired will be of grave importance to the future of our country," Mr. Gitlin said. "We hope that thinking Americans everywhere will join us in debating them in television studios, schools, colleges and universities, organization meeting halls, libraries and living rooms."

Mrs. Jarvis came to NBC from Pathe News where she was women's TV editor. She also was co-producer for the past two years of "Capital Close Up," a syndicated radio program.

After receiving a bachelor of science degree in home economics from Cornell University, she did graduate work at Teachers College, Columbia University, and at the New School for Social Research in New York. She was director of special promotion for baby food at the Beech-Nut Company for three years and associate editor of foods and nutrition with McCall's Magazine for a like period. In the latter work she won a "Woman of the Year" award in 1946.

Mrs. Jarvis was director of membership and promotion for the women's division of the Organization for Rehabilitation through Training for four years. She established chapters in 30 cities, represented the organization at meetings throughout the world, and produced the dramatic film "Passport to Freedom." She was also a script editor for Talent Associates.

Miss Emerson spent 12 years in the book publishing field, working as advertising, promotion and publicity director for Henry Holt and Company, Thomas Y. Crowell Company and Charles Scribner's Sons. She entered the television field as Public Relations Coordinator for NBC-TV's "Home" show.

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September 1, 1960

Representatives of Vice President Nixon and Senator Kennedy met yesterday with representatives of ABC, CBS, Mutual and NBC.

It was agreed that the two candidates will appear jointly on all television and radio networks on Sept. 26, Oct. 13, Oct. 21. Tentative consideration is being given to Oct. 8 as a fourth date.

The Sept. 26 face-to-face meeting will originate in Chicago from 9:30 to 10:30 p.m. EDT. The subject will be domestic policy. On Oct. 21, foreign policy will be discussed by the two candidates in New York at 10 to 11 p.m. EDT.

The remaining two programs will be in a news panel discussion format.

It was agreed that the programs will have no sponsoring organization. They will originate in network studios with no studio audience.

Representing Vice President Nixon at the meeting were Fred Scribner Jr., Ted Rogers and Herbert A. Klein. Representing Senator Kennedy were J. Leonard Reinsch and Ted Sorenson. Attending for ABC was John Daly; for CBS, Sig Mickelson; for Mutual, Steve McCormick, and for NBC, William R. McAndrew.

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September 1, 1960

PREMIERE STORYLINE

VELVET BROWN USES INGENUITY TO SAVE LIFE OF DOOMED HORSE IN FIRST EPISODE OF 'NATIONAL VELVET' SUNDAY, SEPT. 18

Velvet Brown (Lori Martin) uses her ingenuity to save the life of a doomed horse in "The Raffle," premiere episode of "National Velvet," NBC-TV's new family series, Sunday, Sept. 18 (8 p.m. NYT).

Velvet, who has always dreamed of owning a jumping horse, is overjoyed when she sees a beautiful chestnut gelding easily clear a six-foot-high corral fence on a neighboring farm. She rushes home with the good news but is crushed when her father (Arthur Space) tells her the horse is to be destroyed because of its wildness.

But Velvet saves the condemned animal by convincing its owner to raffle him off at a local bazaar. She makes 100 tickets and starts to sell them for 50 cents each. She manages to sell 76 of them which is far short of the $50 she promised the owner. But, unknown to her, her parents and handyman Mi Taylor (James McCallion) pool their money and buy the remaining tickets.

At the bazaar, the winning number is drawn. It isn't Velvet's!

Ann Doran is featured as Mrs. Brown, Carole Wells as Edwina Brown and Joey Scott as Donald Brown.

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September 1, 1960

PREMIERE STORYLINE

BILLY THE KID BREAKS LAW--BUT ONLY TO SAVE LAWMAN PAL--
AS 'TALL MAN' STARTS AS SATURDAY SERIES ON NBC-TV

Billy the Kid (Clu Gulager) breaks a town ordinance to save his friend, Deputy Sheriff Pat Garrett (Barry Sullivan) from being murdered in "Garrett and the Kid," the premiere episode of "Tall Man," starring Sullivan and Gulager, Saturday, Sept. 10, on the NBC-TV Network (8:30-9 p.m. NYT).

Gambler Paul Masson (Robert Middleton) has bought off everyone in town including Marshal Dave Leggett (Denver Pyle) but fails to buy Garrett. He offers Billy $1,000 to kill Pat but the Kid refuses. A trap is set for Garrett but Billy gets wind of it and illegally stampedes a herd of cows into the gambler's saloon. Under cover of the stampede, Pat forces Masson into a shoot-out.

Completing the cast are Spieler (King Donovan), Jake (Hank Patterson), a witness (Ray Kellogg), Ryder (Vaughn Taylor), Toby (K. L. Smith), a shooting judge (Sam Flint), and a girl singer (Linda Lawson).

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JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

'THE CAMPAIGN AND THE CANDIDATES,' EIGHT SPECIAL FULL-HOUR PUBLIC AFFAIRS PROGRAMS, TO BE PRESENTED ON NBC-TV NETWORK SATURDAY NIGHTS UNDER LONGINES-WITTNAUER SPONSORSHIP

FOR RELEASE MONDAY A.M., SEPT. 5

Eight special public affairs broadcasts, currently being prepared under the title of "The Campaign and the Candidates," will be presented on the NBC Television Network at 9:30-10:30 p.m. NYT each Saturday evening from Sept. 17 through Nov. 5, it was announced today by William R. McAndrew, Vice President, NBC News. These programs are in addition to the previously announced presentation of "The Great Debate" series.

"The Campaign and the Candidates" series will be sponsored by the Longines-Wittnauer Watch Company, Inc. The series will cover the activities and views of the candidates during the campaign, with some of the programs featuring Chet Huntley and David Brinkley, and others Frank McGee, together with members of NBC's corps of political correspondents. The first and last programs, Sept. 17 and Nov. 5, will be comprehensive summaries of the campaign to date, including film, tape and live reports from NBC News correspondents Herbert Kaplow (covering Vice President Nixon) and Sander Vanocur (covering Senator Kennedy).

The series will be under the over-all supervision of Julian Goodman, Director of News and Public Affairs, with Chet Hagan and Louis Hazam as producers.

The Longines-Wittnauer purchase was made through Victor A. Bennett Company, Inc.

NOTE TO EDITORS: The NBC Daily News Report will not be issued Monday, Sept. 5 (Labor Day). The next mailing will be dated Tuesday, Sept. 6.

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

WALTER D. SCOTT AND P. A. SUGG ELECTED TO BOARD OF DIRECTORS OF THE NATIONAL BROADCASTING COMPANY

FOR RELEASE TUESDAY A.M., SEPT. 6

Walter D. Scott, Executive Vice President, Television Network, and P. A. Sugg, Executive Vice President, Owned Stations and Spot Sales, have been elected to the Board of Directors of the National Broadcasting Company, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

Mr. Scott has been with NBC since 1938, when he joined the Sales Department. He was named Eastern Sales Manager in 1949 and was promoted to National Sales Manager, Radio Network, in 1951. The following year, he was appointed to the new post of Administrative Sales Manager for the radio and television networks, a position he held until he was elected Vice President and National Sales Manager, Television Network, in December, 1955. He was named Vice President, Television Network Sales, in January, 1958, and elected to his present position in February, 1959.

Mr. Scott is married, the father of two girls, and lives with his family in New York City.

Mr. Sugg joined NBC on April 1, 1958, as Vice President in charge of the company's Owned Stations and Spot Sales Division. On Sept. 5, 1958, he was named Executive Vice President. His first job in broadcasting was with Station KPO, San Francisco, as a control room engineer in 1929. He later became supervisor of engineers of NBC in

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San Francisco, a position he held until 1940, when he entered active duty with the Navy. In December, 1945, he joined the Oklahoma Publishing Company as manager of Station WKY, Oklahoma City, and later took charge of the additional broadcasting properties which the company organized and acquired. He was Executive Vice President and Director of WKY Television System, Inc., a subsidiary of the Oklahoma Publishing Company., when he left to join NBC.

Mr. Sugg and his wife have a married daughter and three grandchildren, and live in New York City.

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NBC-New York, 9/2/60

2 - Walter G. Sheet and E. A. Sugg

San Francisco, a position as Hold Until [illegible], when he entered active duty with the Navy. In December, [illegible], he quitted the Oklahoma Publishing Company as manager of [illegible] WCO Oklahoma City, and [illegible] took charge of the additional broadcasting properties which the company [illegible] and [illegible]. He was Executive Vice President and Treasurer of WCY Television System, Inc., a subsidiary of the Oklahoma Publishing Company when he left to join YBC.

Mr. Sugg and his wife have a [illegible] daughter and [illegible] grandchildren, and live in New York City.

WCC-New York, 5-19-50

September 2, 1960

AMERICAN PHOTOCOPY EQUIPMENT COMPANY, INC., WILL CO-SPONSOR 'CHET HUNTLEY REPORTING' ON NBC-TV DURING 1960-61 SEASON

American Photocopy Equipment Company, Inc., will co-sponsor "Chet Huntley Reporting" on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The purchase marks the firm's first network television sponsorship. "Chet Huntley Reporting" will begin its fifth season on Sunday, Sept. 25 (5:30-6 p.m. NYT).

The order for the program was placed through Irving J. Rosenbloom & Associates, Inc., of Chicago, advertising agency. Co-sponsor of the series is Kemper Insurance Companies, through Clinton Frank Agency.

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OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 2, 1960

NBC NEWS WILL PRESENT SPECIAL LIVE TV AND RADIO PROGRAMS FROM UN GENERAL ASSEMBLY ATTENDED BY PREMIERE KHRUSHCHEV

The 15th General Assembly of the United Nations, opening Sept. 20 at which Soviet Premier Nikita Khrushchev will head the Soviet delegation, will be covered with special live programs to be presented from the UN on the NBC Television and Radio Networks, it was announced yesterday.

William R. McAndrew, Vice President, NBC News, said that the special programs will be handled by a news team that will include Pauline Frederick, the network's UN correspondent, and a special news desk to be set up and staffed at the UN before the arrival of Premier Khrushchev.

Mr. Khrushchev's participation in the UN meeting was announced yesterday in Moscow. The date of his arrival in the United States was not disclosed, but he is expected to leave Moscow one day before the session starts.

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s Department, Room 320

September 2, 1960

BRIG. GENERAL DAVID SARNOFF AND LAURANCE S. ROCKEFELLER WILL APPEAR ON 'TODAY' TO DISCUSS ROCKEFELLER REPORT

Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, will be a guest on NBC-TV Network's "Today" show Friday, Sept. 9, joining Laurance S. Rockefeller in a discussion of the latest Rockefeller report which deals with "The Power of the Democratic Idea."

"Today," with Dave Garroway, is telecast on the NBC-TV Network Monday through Friday, 7-9 a.m. EDT.

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September 2, 1960

RALPH EDWARDS STARTING 'THIS IS YOUR LIFE' NINTH TV SEASON IN A NEW DAY AND TIME--ON NBC (SUNDAYS, 10:30 P.M. NYT)

A new day and a new time period -- Sunday nights from 10:30 to 11 p.m. NYT -- will be chief innovations for Ralph Edwards' "This Is Your Life" when it returns to the NBC-TV Network on Sept. 25 for its ninth consecutive television season.

The Block Drug Company will sponsor "This Is Your Life" through the Grey Advertising Agency Inc.

For the past eight years the award-winning television show, a unique program made up of "living biographies" and starring its creator Ralph Edwards, had been scheduled on Wednesdays. Edwards will continue to re-create the life stories of persons from various walks of life. Thirty-nine surprised subjects will be added to the Edwards list during the 1960-61 season.

Created, produced and emceed by the energetic Edwards, "This Is Your Life" will originate for the most part from the NBC-TV Studios in Burbank, Calif.

However, Edwards plans to continue his policy of the past two years and take his "life" stage away from California to "anywhere in the world" to surprise a guest. Last season, he originated programs from New York, Chicago, and Denver and two years ago he set a television "first" by originating his show live from Hawaii -- the first TV program, other than news, to be done on tape outside the continental limits of the United States. This season, though it is still in the talking stage, the show may go to Europe.

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"This Is Your Life," like many of the successful programs on television, got its start on radio. It was an outgrowth of a feature on "Truth or Consequences," a show Edwards also originated and owns.

It all began when Edwards presented a capsule "life" version of a disabled serviceman on "T or C" in 1947. The audience reaction was so positive that Edwards began immediate plans for a show that was to become "This Is Your Life." After two successful years on radio, it became an NBC Television show, Oct. 1, 1952.

Since that time, Edwards has received a wide number of citations, including three Emmy Awards, the President's Award for Employing the Handicapped, the George Washington Medal from the Freedom Foundation, the Goodwill "Show of the Year" Award, and a dozen others.

"This Is Your Life," through direct appeals, also has raised many millions of dollars for charity.

Produced by the Ralph Edwards Production Company, "This Is Your Life" has Axel Gruenberg as its producer and Dick Gottlieb as its director.

Edwards feels the later time spot on Sundays will make it easier to expand the show occasionally to an hour -- something that has been discussed before, "in case we come up with a really full life that we can't do in just half an hour."

* * *

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CREDITS FOR 'THIS IS YOUR LIFE' ON THE NBC-TV NETWORK

TIME:	NBC-TV Network, Sundays (10:30-11 p.m. NYT) beginning Sept. 25
ORIGINAL STARTING DATES:	(Radio) Nov. 14, 1948; (TV) Oct. 1, 1952
FORMAT:	Dramatic re-creations of high points in the lives of deserving persons.
STAR:	Ralph Edwards
EXECUTIVE PRODUCER:	Ralph Edwards
PRODUCER:	Axel Gruenberg
DIRECTOR:	Dick Gottlieb
MUSICAL DIRECTOR:	Von Dexter
UNIT MANAGER:	Ed Shoffner
WRITERS:	Various
RESEARCH:	Don Malmberg, Jan Boehme, Janet Tighe and Alice Keyser
ANNOUNCER:	Bob Warren
ORIGINATION:	NBC-TV Studios, Burbank, Calif.
SPONSOR:	The Block Drug Company
AGENCY:	The Grey Advertising Agency Inc.
NBC PRESS REPRESENTATIVES:	Doug Duitsman (Hollywood); Betty Lanigan (New York)

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NBC-New York, 9/2/60

September 2, 1960

'MICHAEL SHAYNE,' FULL-HOUR FRIDAY NBC-TV NETWORK SERIES, STARTS SEPT. 30 WITH RICHARD DENNING IN TITLE ROLE

Set in Miami and based on the hero of the Brett Halliday detective novels, "Michael Shayne" premieres Friday, Sept. 30 (10-11 p.m. NYT) on the NBC-TV Network as a full-hour, filmed mystery series, starring Richard Denning in the title role.

Halliday, whose Michael Shayne books topped the 20,000,000 sales mark and inspired 12 motion pictures and a monthly mystery magazine, will be story consultant for NBC-TV on the series.

Others in the regular cast will be Jerry Paris, co-starring as newspaper reporter Tim Rourke, Patricia Donahue as Lucy Hamilton, Mike's girl Friday, Herbert Rudley as Will Gentry, chief of the Miami Police Department and Gary Clarke as Dick Hamilton, Lucy's brother.

As Shayne, Denning lives dangerously, with an affinity for cognac, beautiful women, money and challenging murder cases to which he brings a coldly logical mind.

The series will be produced by Joseph Hoffman, directed by Robert Florey and filmed at Four Star Television, Republic Studios.

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CREDITS FOR 'MICHAEL SHAYNE' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Fridays (10-11 p.m. NYT), premiering Sept. 30
PROGRAM TYPE:	Full-hour filmed mystery-detective series
STORY CONCEPT:	Michael Shayne, one of fiction's most popular private eyes, never rests until he solves complex murder cases. Working closely with Mike in his action-filled pursuit of Miami's criminals are his attractive secretary girlfriend, Lucy Hamilton; Tim Rourke, young newspaper-reporter pal, and Will Gentry, chief of Miami Police Department.
STARRING:	Richard Denning as Michael Shayne
CO-STARRING:	Jerry Paris as Tim Rourke, Patricia Donahue as Lucy Hamilton, Herbert Rudley as Will Gentry and Gary Clarke as Dick Hamilton.
PRODUCED BY:	Joseph Hoffman
ASSISTANT TO PRODUCER:	Robert Claver
DIRECTED BY:	Robert Florey and Paul Stewart
TELEPLAY WRITERS:	Various
STORY EDITOR:	Alice Young
BASED ON THE CHARACTERS CREATED BY:	Brett Halliday
STORY CONSULTANT:	Brett Halliday
MUSIC BY:	Leith Stevens
PRODUCTION SUPERVISOR:	Jack Sonntag

(more)

3 - Credits for 'Michael Shayne'

EDITORIAL SUPERVISOR:	Bernard Burton
SUPERVISING ART DIRECTOR:	Bill Ross
DIRECTOR OF PHOTOGRAPHY:	Harry Wild
PRODUCTION MANAGER:	Norman S. Powell
EDITED BY:	Ted J. Kent
ASSISTANT DIRECTOR:	Robert Vreeland
ART DIRECTOR:	Bob Smith
SET DECORATION:	John Sturtevant
MAKE-UP ARTIST:	William Hadley
WARDROBE:	Robert B. Harris
SOUND:	Jack Solomon
CASTING:	Stalmaster-Lister
PRODUCTION BY:	Four Star Television
ORIGINATION:	Hollywood
SPONSORS (AND AGENCIES):	Oldsmobile Division of General Motors Corporation (D. P. Brother & Company); E. I. du Pont de Nemours & Company (Batten, Barton, Durstine & Osborn Inc.); Pittsburgh Plate Glass Company (Batten, Barton, Durstine & Osborn Inc.)
NBC PRESS REPRESENTATIVES:	Jane Westover (Hollywood) and Charlie Gregg (New York)

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NBC-New York, 9/2/60

NBC COLOR TELEVISION NEWS

TOP STARS IN FAMOUS LITERARY WORKS SET FOR FIRST FOUR WEEKS OF 'THE SHIRLEY TEMPLE SHOW' COLORCASTS ON NBC

"The Land of Oz," "Kim," "Winnie-the-Pooh," and "Tom and Huck" comprise the first four colorcasts productions scheduled for presentation on "The Shirley Temple Show" series of Sunday Night family entertainment programs (7-8 p.m. NYT) on the NBC-TV Network. (Shirley Temple is hostess for the entire series, and will star as performer in 13 of the 39 weekly colorcasts.) Details of the programs follow:

Sunday, Sept. 18. (Premiere) "The Land of Oz." Shirley Temple stars in a dual role, as the beautiful Princess Ozma and as the small boy, Tip, in a TV adaptation by Frank Gabrielson of the classic children's story by L. Frank Baum. Also headlining the show in guest star roles are Jonathan Winters as wicked Lord Nikidik, Ben Blue as the scarecrow, Sterling Holloway as Jack Pumpkinhead, Gil Lamb as the Tin Woodman, Arthur Treacher as Graves the Butler, Frances Bergen as Glinda the Good, and special guest Agnes Moorehead as Mombi the Witch.

Sunday, Sept. 25. "Kim." Michael Rennie stars as Captain Creighton, a daring British secret agent, and Tony Haig appears as Kim, a lad who learns how to play a dangerous counter-intelligence "game" on his holiday from school, in Rudyard Kipling's classic tale of adventure and intrigue set in Northern India. Also featured in the cast are Arnold Moss

(more)

as White Suit, Joseph Wiseman as Lurgan, Alan Napier as Colonel Devlin, E. J. Andre as the Lama and Luis Van Rooten as Chundar.

Sunday, Oct. 2. "Winnie-the-Pooh." Shirley Temple will star as narrator and guide through the world at Pooh Corners -- peopled by the ingenious puppet characterizations of Winnie, Piglet, Eeyore, Kanga and Roo, Tigger and Owl, created by Bil and Cora Baird. The role of Christopher Robin will be played by a child star (to be announced) and the settings will be based on the original Shepherd illustrations for the A. A. Milne Classic.

Sunday, Oct. 9. "Tom and Huck." David Ladd as Tom Sawyer, Teddy Rooney as Huck Finn, Dan Duryea as Muff, the grave robber, and Janet Blair as Aunt Polly star in a TV original based on Mark Twain's novels and magazine stories about Tom and Huck and his other Mississippi River characters.

Also cast in featured roles are Jackie Coogan as Marshal Rogers, Ruthie Robinson as Becky Thatcher, Paul Stevens as Injun Joe, Lee Richardson as Doc Robinson and Ray Teal as Judge Thatcher.

Directors for the four productions are William Corrigan for "The Land of Oz," William Asher for "Kim," Bert Shevelove for "Winnie-the-Pooh," and Paul Nickell for "Tom and Huck."

William H. Brown, Jr. is executive producer of "The Shirley Temple Show" which originates at NBC's Color Studios, Burbank, Calif.

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NBC-New York, 9/2/60

NBC COLOR TELEVISION NEWS

September 2, 1960

REVISED CREDITS FOR 'BONANZA' PREMIERE

PREMIERE EPISODE OF 1960-61 SEASON:	"Showdown"
TIME:	NBC-TV Network colorcast, Saturday, Sept. 10, 7:30-8:30 p.m. NYT.
STARRING:	Lorne Greene as Ben Cartwright, Pernell Roberts as Adam Cartwright, Dan Blocker as Hoss Cartwright and Michael Landon as Little Joe Cartwright.
DIRECTOR:	Lewis Allen ("Showdown") -- future episodes by various directors.
WRITER:	Dean Riesner ("Showdown") -- future episodes by various writers.
CAST: ("SHOWDOWN"):	Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon. Also: guest star Ben Cooper as Sam Kirby with Jack Lambert as Pardo, Ray Teal as Sheriff Coffee, Jody Warner as Ellie, John Maxwell as Tom McClure, Norman Leavitt as a telegrapher, Red Morgan as Link and Elizabeth Harrower as Miss Shoemaker.

(more)

2 - Credits for 'Bonanza'

DIRECTOR OF PHOTOGRAPHY: Billy Snyder ("Showdown") and Haskel Boggs

EDITED BY: Marvin Coyle ("Showdown") and Ellsworth Hoagland and Everett Douglas

ASSISTANT DIRECTORS: Johnny Burch ("Showdown") and Jack Voglin

(NOTE: All other credits remain as in original "Bonanza" credit sheet dated Aug. 23.)

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NBC-New York, 9/2/60

NBC COLOR TELEVISION NEWS

September 2, 1960

CREDITS FOR 'THE PRICE IS RIGHT' WEDNESDAY NIGHT COLORCASTS ON THE NBC TELEVISION NETWORK

TIME:	NBC-TV Network colorcasts, Wednesdays, 8:30-9 p.m. NYT
STAR:	Bill Cullen
FORMAT:	Audience-participation game show in which four panelists try to guess the retail values of displayed merchandise. Closest bid, without going over actual retail price, wins. There is also a monthly home showcase on which viewers can bid via postcards.
ORIGINAL STARTING DATE:	Sept. 23, 1957
MODELS:	Junie Ferguson and Toni Wallace
ANNOUNCER:	Don Pardo
PACKAGER:	Goodson-Todman Productions Inc. in association with the NBC-TV Network
PRODUCER:	Bob Stewart
DIRECTOR:	Paul Alter
ASSOCIATE PRODUCER:	Beth Hollinger Ferro
ASSOCIATE DIRECTOR:	Michael Graham
PRODUCTION MANAGER:	Edythe Chan

(more)

2 - Credits for 'The Price Is Right'

UNIT MANAGER:	Karl Hoffenberg
PROGRAM STAFF:	Don Scott, Marilyn Wolfe and Imie Lane
SET DESIGNER:	Frank Schneider
THEME SONG:	"Sixth Finger Tune"
SPONSOR AND AGENCY:	Lever Brothers Company through Ogilvy, Benson & Mather, Inc.
ORIGINATION:	Colonial Theatre, New York City
NBC PRESS REPRESENTATIVE:	Stan Appenzeller (New York)

(NOTE TO EDITORS: A separate credit sheet will be issued on the Monday-through Friday daytime (11-11:30 a.m. NYT) colorcasts.)

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NBC-New York, 9/2/60

CREDITS FOR 'THE JAN MURRAY SHOW' ON THE NBC-TV NETWORK

PREMIERE:	Monday, Sept. 5, 1960
TIME:	NBC-TV Network, Monday through Friday, 2 to 2:30 p.m. NYT. (NOTE: "The Jan Murray Show" will become a colorcast series beginning Monday, Sept. 26.)
STAR:	Jan Murray
FORMAT:	A new audience-participation game show in which two contestants first "buy" a glamorous prize on their "Charge Account" and then play an exciting word-game in order to make money with which to pay for the merchandise.
PRODUCER:	Ed Pierce
DIRECTOR:	Van Fox
ASSOCIATE PRODUCER:	Ron Greenberg
UNIT MANAGER:	Walt Garrity
PRODUCTION COORDINATOR:	Chuck Davies
MUSIC BY:	Milton Delugg
SET DESIGN:	Ted Cooper
ASSOCIATE DIRECTOR:	Marilyn Jacobs
TECHNICAL DIRECTOR:	Jack Irving
ANNOUNCER:	Bill Wendell
"GIRL FRIDAY":	Maureen Arthur
PROFESSOR-AUTHENTICATOR:	Professor Dean Morgan Schmitter

(more)

2 - Credits for 'The Jan Murray Show'

SPONSORS (AND AGENCIES): Alberto-Culver Company (Compton Advertising Inc.); Mogen David Wine Corp. (Edward H. Weiss and Co.); General Mills Inc. (Batten, Barton, Durstine & Osborn Inc.); Proctor-Silex Corp. (Weiss and Geller Inc.); Block Drug Co. Inc. (Grey Advertising Agency Inc.) and National Biscuit Company (McCann-Erickson Inc.).

ORIGINATION: NBC Studios, New York

NBC PRESS REPRESENTATIVE: Stan Appenzeller (New York)

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NBC-New York, 9/2/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 11 - 17 (All Times EDT)

Sunday, Sept. 11

conclusion of baseball (approx. 5 p.m. to 6:30 p.m.) -- National Singles Tennis Championships - played at West Side Tennis Club, Forest Hills, N. Y.

8-9 p.m. -- "Music on Ice" presents "Fall Fantasy," starring Buddy La Londe, Harrison and Kossi, Sandy Stewart, the Blackburn Twins with Jerry Collins, and Darlene Sellek and her chimpanzee. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show."

Monday through Friday, Sept. 12-16

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Wednesday, Sept. 14

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

Friday, Sept. 16

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

10-11 p.m. -- "Moment of Fear" presents "If I Should Die," starring Donald Harron, Scott McKay, Kathleen Maguire and Olive Deering.

Saturday, Sept. 17

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Mission," with guest star Henry Hull.

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JACK TRACY
ROOM 320

NBC TRADE NEWS

September 6, 1960

PAULINE FREDERICK (OF NBC NEWS) TO BE THE REPORTER-NARRATOR AND GEORGE LEFFERTS THE PRODUCER OF SEVEN FULL-HOUR DAYTIME 'PUREX SPECIALS FOR WOMEN' ON THE NBC TELEVISION NETWORK

NBC News correspondent Pauline Frederick will be the reporter-narrator and George Lefferts the producer of seven full-hour programs in a "Purex Special for Women" series to start on the NBC-TV Network Friday, Oct. 14 (4-5 p.m. EDT), it was announced today.

Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, who will supervise the daytime programs, said that they will deal with "fundamental problems affecting large groups of modern women."

He said that the programs would attempt to approach each subject at the "point where the problem of the individual becomes a problem for society -- whether in the divorce court, the child guidance center or elsewhere."

Mr. Gitlin added that the programs will use a variety of new television techniques and will give background information on the problem being studied, will use actors and actresses to dramatize the problem and will suggest solutions.

The series will draw on the findings of numerous interviews conducted by the program staff with a cross-section of American women. It will also be based on consultation with outstanding authorities on women's problems, some of whom will appear on the telecasts.

(more)

Pauline Frederick is United Nations correspondent for NBC News. In that post, she has covered the Korean, Laotian, Suez, Hungarian and Middle East crises in recent years for the NBC Television and Radio Networks. Her coverage of the Cuban and Congolese flare-ups and the RB-47 "spy plane" incident this year was widely commended by critics and viewers.

Other major stories she has handled are the Nuremburg trials of German war criminals, conferences of the Big Four foreign ministers in New York and Paris and the U. S. national political conventions and elections. Among her professional honors are the George Foster Peabody Award for her UN coverage and the Theta Sigma Phi National Headliner Award as the outstanding woman in radio.

George Lefferts joined NBC 13 years ago and has written and produced programs on the "Biographies in Sound" series, the "Kraft Television Theatre," "Armstrong Circle Theatre," and many others. His honors include two George Foster Peabody Awards and an Ohio State Award. Most recently he produced "The Living End," a study of the problems of old age which was presented on the "World Wide 60" series April 9 and won wide critical acclaim.

The "Purex Specials for Women" are among 12 special programs to be sponsored by the Purex Corporation in the 1960-61 season. The seven women's specials will be presented in varying daytime time periods on the basis of about one a month. The five nighttime programs will consist of two "Project 20" programs to be supervised by Donald B. Hyatt, Director of Special Projects, and three dramas based on incidents in the lives of real people, to be produced by Robert Alan Aurthur.

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NBC-New York, 9/6/60

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George Kaufman joined NBC 12 years ago and has written some prestigious programs in the "Biographies in Sound" series, the "Craft Television Theatre," "Armstrong Circle Theatre," and many others. His honors include two George Foster Peabody Awards and an Ohio Grant award. Most recently he produced "The Living Gold," a study of the problems of old age which was presented on the "World Wide 50" series April 5 and was wide critically acclaim.

The "Purex Specials for Women" are among 12 special programs to be sponsored by the Purex Corporation in the 1960-61 season. The seven women's specials will be presented in varying daytime time periods on the basis of about one a month. The five plumbing programs will consist of two "Project 20" programs to be supervised by Donald E. Spain, Director of Special Projects, and three dramas based on incidents in the lives of real people to be produced by Robert Alan Aurthur.

NBC-New York, 9/6/60

September 6, 1960

THREE MAJOR CHANGES ANNOUNCED FOR NBC-TV SATURDAY MORNING LINE-UP OF CHILDREN'S PROGRAMS; "THE SHARI LEWIS SHOW" AND A CARTOON SERIES (BOTH IN COLOR) AND "THE LONE RANGER" ON SCHEDULE

Three major changes in the NBC-TV Network's Saturday morning line-up of children's programs, including two new colorcast series, were announced by David Levy, Vice President, Talent and Programs, for the NBC Television Network.

"The new schedule, which becomes effective in October, will provide four varied programs with great appeal for youngsters," Mr. Levy said. "There will be a new, live children's variety-comedy show and a new cartoon program, both in color; a popular outdoor adventure series and a long-time favorite Western."

Leading off the Saturday morning telecast schedule at 10 a.m. (EDT) will be "The Shari Lewis Show," a new colorcast starring the petite, red-headed ventriloquist and her unusual puppets. The program will premiere Saturday, Oct. 1 and will replace "The Howdy Doody Show." It will be sponsored by the National Biscuit Company through Kenyon & Eckhardt, Inc.

"King Leonardo and His Short Subjects," a new colorcast cartoon series about a gentle lion who rules over the mythical kingdom of Bongo Congo, will follow at 10:30 a.m. (EDT) starting Saturday, Oct. 15. It will replace "The Ruff and Reddy Show" and will be sponsored by General Mills, Inc., through Dancer-Fitzgerald-Sample, Inc.

(more)

"Fury," the award-winning adventure story about a boy and his horse, continues in its current 11 a.m. (EDT) time period for the sixth season. It will be sponsored by Miles Laboratories, through Wade Advertising, Inc., and the National Biscuit Company, through Kenyon & Eckhardt, Inc.

"The Lone Ranger," a long-time favorite Western series about the famous masked defender of law and order, moves over to NBC-TV Saturday, Oct. 1, to take over the 11:30 a.m. (EDT) time spot. It will replace "Circus Boy" and will be sponsored by General Mills, Inc., through Dancer-Fitzgerald-Sample, Inc., and, starting in January, by Beech Nut Life Savers, Inc., through Young & Rubicam, Inc.

"True Story" (telecast 12 noon, EDT) and "Detective's Diary" (12:30 p.m. EDT) will continue in their current time period in the Fall. Both are sponsored by Sterling Drug through Dancer-Fitzgerald-Sample, Inc.

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NBC-New York, 9/6/60

September 6, 1960

"HERE'S HOLLYWOOD"--WITH DEAN MILLER AND JOANNE JORDAN AS CO-HOSTS--
STARTS AS MONDAY-THROUGH-FRIDAY NBC-TV DAYTIME SERIES SEPT. 26,
FEATURING INTERVIEWS WITH SHOWBUSINESS HEADLINERS

"Here's Hollywood," new daytime series of interviews with entertainment stars, co-hosted by Dean Miller and Joanne Jordan, premieres Monday, Sept. 26 over the NBC-TV Network as a Monday-through-Friday (4:30-5 p.m. NYT) series.

One top star will be interviewed each day on the program but if a particular interview generates a great deal of interest, it will be allowed to continue for two or three shows. The interviews will be taped at stars' homes, studios and other locations accessible to the mobile unit used for the series.

Dean Miller is a young man with a ready wit and quick smile. His humor and personality helped him win the "Mr. Ohio State" title while a senior at the university. He is perhaps best known for his five-year stint as Matt Henshaw on the "December Bride" telecasts, but has appeared in several movies including, "Skirts Ahoy" and "Small Town Girl."

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Joanne has appeared many times on TV in shows including "The Colgate Comedy Hour," "This Is Your Life," "I Married Joan," "Our Miss Brooks" and "City Detective."

A partial list of personalities who will be appearing on "Here's Hollywood" includes Jerry Lewis, Mickey Rooney, Terry Moore, Arnold Stang, Rossano Brazzi, Boris Karloff and Tab Hunter. (Karloff is host of "Thriller," and Hunter star of "The Tab Hunter Show" -- both on NBC-TV.)

"Here's Hollywood" was created by television producer Jess Oppenheimer and Peer Oppenheimer, national magazine writer, and is being produced in cooperation with the NBC Television Network.

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NBC-New York, 9/6/60

September 6, 1960

MARY MARTIN (WITH SEVEN CHILDREN FROM 'THE SOUND OF MUSIC')
AND RICHARD RODGERS IN ELEANOR ROOSEVELT TV TRIBUTE

Mary Martin, star of "The Sound of Music" and Richard Rodgers, composer of the musical's score will be among the many stars who will appear on "Eleanor Roosevelt's Diamond Jubilee Plus One!" Friday, Oct. 7 on the NBC-TV Network (9-10 p.m. EDT).

Miss Martin will sing the "Do Re Mi" song from the Broadway hit with the chorus of seven children who perform in the show. Mr. Rodgers will accompany them on the piano.

Bob Hope will be host of the hour-long tribute to Mrs. Roosevelt and the Eleanor Roosevelt Cancer Research Foundation in Denver, Colo. Over 20 personalities prominent in showbusiness and world affairs will appear on the program written by Reginald Rose and produced by Talent Associates Ltd., with David Susskind as executive producer and Michael Abbott as producer.

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September 6, 1960

'LORETTA YOUNG SHOW' STARTS EIGHTH SEASON ON NBC-TV NETWORK SEPT. 18, WITH STORIES DRAMATIZED FROM MAGAZINE ARTICLES AS FIRST 7 PRESENTATIONS

Loretta Young begins her eighth consecutive season as hostess and star of "The Loretta Young Show" on the NBC-TV Network Sunday, Sept. 18 (10-10:30 p.m. EDT).

Miss Young, who has personally received seven Emmy nominations and three gold statuette awards, as well as countless other awards for herself and for the program since its inception in 1953, says that "variety will still be the spice of the programming for the coming season." There will be a liberal sampling of drama, comedy, suspense, human interest and family stories, just as in the past seven successful seasons.

She noted two things of special interest in the new season, however. In the first seven presentations, for example, stories have been selected from top-rated magazine articles for their strong human appeal, humor or dramatic possibilities. They include stories from Reader's Digest, Redbook Magazine, Ladies Home Journal and Saturday Evening Post. Among the writers who have adapted the stories for television are Richard Morris, William Bruckner, Pauline Stone and Mike Cosgrove and Lowell Hawley.

Miss Young also said that writers for other future teleplays in the series will research stories in a particular city around the United States, and instead of having a fictional locale for a drama,

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CREDITS FOR 'THE LORETTA YOUNG SHOW' ON NBC-TV NETWORK

TIME:	Sundays, 10 p.m. NYT; new 1960-61 series begins Sept. 18
ORIGINAL STARTING DATE:	Sept. 20, 1953
FORMAT:	Drama series; each half-hour film is new and presents a complete story
PRODUCER:	John London
ASSOCIATE PRODUCER AND STORY EDITOR:	Ruth Roberts
DIRECTORS:	Norman Foster and various
ASSISTANT DIRECTOR:	Nate Levinson
WRITERS:	Various
MUSIC:	Herschel Gilbert
ART DIRECTOR:	Frank Sylof
DIRECTOR OF PHOTOGRAPHY:	Norbert Brodine, Gene Polito
FILM EDITOR:	Phil Cahn
MAKEUP:	Otis Malcolm
SPONSORS:	The Toni Company, and Warner-Lambert Pharmaceutical Company for Listerine
AGENCIES:	North Advertising Inc. (for Toni), and Lambert and Feasley Inc. (for Warner-Lambert)
PRESS CONTACTS:	Bill Faith, Hollywood; Noreen Sherlock, New York

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NBC-New York, 9/6/60

September 6, 1960

'THE DEPUTY' BEGINS SECOND SEASON ON NBC-TV SEPT. 24

- - -

Henry Fonda (Marshal Fry) to Perform in 13 Episodes, Allen Case Stars as Sharpshooting Deputy

"The Deputy," Western-adventure series starring Henry Fonda as Chief Marshal Simon Fry and Allen Case as his sharpshooting deputy, opens its 1960-61 season on the NBC-TV Network Saturday, Sept. 24 (9 to 9:30 p.m. NYT). This is "The Deputy's" second season on the network.

Fonda, according to Producer Michael Kraike, will appear throughout 13 episodes this season, and in key scenes of all others. Last season he starred in six stories.

The alternate sponsors this season will be returning for their second year with "The Deputy." They are the Kellogg Company (through the Leo Burnett Company, Inc.), and the General Cigar Company (through Young & Rubicam, Inc.).

Many of the top Hollywood writers who penned scripts for the series last year will write scripts for the coming season. Directors will be selected from the same group of men who served last year.

William Frye is executive producer of the series, filmed at Revue Studios in Hollywood, and created by Roland Kibbee and Norman Lear.

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CREDITS FOR 'THE DEPUTY' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Saturdays (9-9:30 p.m. NYT), returning Sept. 24.
STARRING:	Henry Fonda as Chief Marshal Simon Fry; Allen Case as Clay McCord
FORMAT:	Filmed series of adventures in the Arizona Territory of the 1880s, with Chief Marshal Simon Fry, a dedicated law man, and his deputy, Clay McCord, an expert marksman -- who hates violence and killing.
PRODUCED BY	Top Gun Productions
FILMED BY	Revue Productions, Inc.
PRODUCER:	Michael Kraike
EXECUTIVE PRODUCER:	William Frye
CREATORS:	Roland Kibbee and Norman Lear
WRITERS:	Various
DIRECTORS:	Various
MUSIC:	Jack Marshall
DIRECTOR OF PHOTOGRAPHY:	Ellsworth Fredericks
ART DIRECTOR:	Martin Obzina
EDITORIAL SUPERVISOR:	Richard G. Wray
FILM EDITOR:	James D. Ballas
MUSIC SUPERVISION:	Stanley Wilson
SOUND:	John K. Kean
MAKEUP:	Jack Barron
SET DECORATOR:	William Tapp

(more)

3 - Credits for 'The Deputy'

COSTUME SUPERVISOR:	Vincent Dee
HAIR STYLIST:	Florence Bush
SPONSORS (AND AGENCIES):	The Kellogg Company (Leo Burnett Company, Inc.) and General Cigar Company (Young & Rubicam, Inc.), on alternate weeks.
NBC PRESS REPRESENTATIVES:	Don Jones (Hollywood) and Noreen Sherlock (New York)

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NBC-New York, 9/6/60

September 6, 1960

'WAGON TRAIN' STARTS FOURTH YEAR ON NBC-TV WEDNESDAY, SEPT. 28

With the snap of the bull-whip and the booming shout of "Wagons, Ho!" NBC-TV's "Wagon Train" will begin its fourth annual cross-country trek on Wednesday, Sept. 28 from 7:30-8:30 p.m. NYT. Permanent stars Ward Bond and Robert Horton will be dealing with a list of stellar passengers including Mickey Rooney, George Gobel, Ed Wynn, Gloria De Haven, Lee Marvin, Tennessee Ernie Ford, Charles Laughton, Jane Wyman, Ginger Rogers and Boris Karloff.

Special scripts, according to producer Howard Christie, have been prepared for these and other top Hollywood personalities who will appear as guest stars of the full-hour filmed series during the 1960-61 season.

Returning as sponsors for the 1960-61 season will be the Ford Motor Company, through the J. Walter Thompson Company; the National Biscuit Company, through McCann-Erickson Inc.; and R. J. Reynolds Tobacco Company, through William Esty Company Inc.

"Wagon Train" first made an appearance on NBC-TV in the Fall of 1957, and has increased steadily in popularity ever since. National rating services, during the past season, reported it the nation's top television series.

Producer Christie said he plans to continue the flexible "Wagon Train" format that has contributed to the series' success during the past three years. Bond and Horton, he said, will resume their

(more)

roles as Wagonmaster Seth Adams and Scout Flint McCullough, respectively, and will be supported again this year by Frank McGrath, who portrays the bearded Charley Wooster, and Terry Wilson, seen as reliable Bill Hawks.

Each episode will star an outstanding Hollywood personality in a story based on the difficulties and dangers experienced by the early settlers of the West.

The directors for the series will be the same group of craftsmen assembled in previous seasons for the series. Academy Award-winner John Ford and Herschel Daugherty, winner of the Screen Directors' Guild Award for "Best TV Director," are on the directors' roster.

* * *

CREDITS FOR 'WAGON TRAIN' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Wednesdays (7:30-8:30 p.m. NYT), 1960-61 series starts Sept. 28
STARRING:	Ward Bond as Wagonmaster Seth Adams; Robert Horton as Scout Flint McCullough
GUESTS:	A different Hollywood star will play a leading role in each episode
FEATURING:	Frank McGrath as Charley Wooster, Terry Wilson as Bill Hawks
FORMAT:	A series of full-hour dramas based on stories of settlers who brought civilization to the early West
ORIGINAL STARTING DATE:	Sept. 18, 1957
PRODUCED BY:	Revue Productions, in association with the NBC-TV Network

(more)

FILMED BY:	Revue Productions in Hollywood
PRODUCER:	Howard Christie
DIRECTOR OF PHOTOGRAPHY:	Benjamin H. Kline
ART DIRECTOR:	Howard E. Johnson
EDITORIAL SUPERVISOR:	David J. O'Connell
MUSICAL SUPERVISOR:	Stanley Wilson
SOUND:	David H. Moriarity
SET DECORATOR:	Ralph Sylos
COSTUME SUPERVISOR:	Vincent Dee
MAKEUP:	Jack Barron
HAIR STYLIST:	Florence Bush
THEME MUSIC:	Jerome Moross
SPONSORS:	The Ford Motor Company on alternate weeks; The National Biscuit Company, one-half hour on alternate weeks; the R. J. Reynolds Tobacco Company, one-half hour on alternate weeks
AGENCIES:	J. Walter Thompson Company for Ford, McCann-Erickson Inc. for National Biscuit and William Esty Company Inc. for R. J. Reynolds
NBC PRESS REPRESENTATIVES:	Don Jones (Hollywood); Betty Lanigan (New York)

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NBC-New York, 9/6/60

OM THE NATIONAL BROADCASTING COMPANY
y Rockefeller Plaza, New York 20, N. Y.

September 6, 1960

VICE PRESIDENT NIXON TO APPEAR ON 'MEET THE PRESS'
SUNDAY, SEPT. 11, IN FIRST PUBLIC APPEARANCE
AFTER HIS HOSPITALIZATION FOR KNEE INJURY

Vice President Richard M. Nixon will make his first public appearance after his hospitalization when he is interviewed on "Meet the Press" Sunday, Sept. 11 at the special time of 6:30 p.m. EDT on the NBC-TV Network (NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time 6:35 p.m. EDT).

Mr. Nixon will be interviewed by a panel that will include Richard Wilson of Cowles Publications, Herb Kaplow of NBC News, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." The program, a Public Affairs presentation of NBC News, will be telecast live from Washington, with Ned Brooks as moderator.

The Vice President's appearance on "Meet the Press" was originally scheduled for Sept. 4 but was postponed because of his hospitalization for a knee injury.

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September 6, 1960

MATRIMONIAL PLANS END IN A SORT OF DRAW FOR CARTOONIST MORGAN (TAB HUNTER) AND PAL AS 'THE TAB HUNTER SHOW' STARTS

Bachelor cartoonist Paul Morgan (Tab Hunter) beats a hasty retreat when beautiful Susan (Mary Murphy) and clever Maria (Liliane Montevecchi) try maneuvering him toward matrimony in "One Blonde Too Many," premiere episode of NBC-TV Network's new comedy series "The Tab Hunter Show" Sunday, Sept. 18 (8:30-9 p.m. NYT).

After Paul has connived to meet Susan, he is delighted with her beauty and intelligence, but dismayed at her over-developed domestic instincts and quickly introduces her to his millionaire friend, Peter Fairfield III (Richard Erdman). Pete, in turn, introduces Paul to his friend Maria, who is also beautiful but has a mania for fixing anything that needs repairing and spends all her time working on Paul's car engine.

Paul's boss, John Larsen (Jerome Cowan), finds all these complications amusing because Paul's successful comic strip is based on his real-life experiences. But entreaties from the cartoonist cause Larsen to hatch a miracle plan to free both Paul and Pete from their entanglements.

Also cast in the premiere teleplay, written by Stanley Shapiro and Maurice Richlin and directed by Norman Tokar, are Joan Staley as the blonde, Mary Tyler Moore as the brunette, and Luis De Urbin as Ramon Castillo.

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NBC-TV NETWORK PROGRAM

PROGRAM CHANGE

'END OF A DREAM' IS OPENING EPISODE IN SECOND YEAR
OF 'RIVERBOAT' SERIES ON NBC-TV NETWORK

(NOTE TO EDITORS: "End of a Dream" replaces "That Taylor Affair," previously announced as the episode starting the "Riverboat" series' second year on the NBC-TV Network Monday, Sept. 19. Telecast for "That Taylor Affair" will be announced soon.)

Cliff Robertson and Susan Cummings guest-star as swindler and swindled, and Noah Beery starts as the new sidekick of Darren McGavin, in the "Riverboat" episode, "End of a Dream," on the NBC-TV Network Monday, Sept. 19 (7:30-8:30 p.m. EDT).

In "End of a Dream," sternwheeler Captain Grey Holden (McGavin) joins a courageous beauty (Miss Cummings) in hunting a glib promoter (Robertson) who had sold would-be homesteaders a non-existent Utopia. The promoter also had conned Captain Holden and his new pilot, Bill Blake (Beery), into transporting the gullible pioneers to their new homeland. When the site is revealed as a wilderness, the pilot and the girl, on behalf of her aging father, convince Captain Holden the promoter must be forced to fulfill his promises.

"End of a Dream" is an original teleplay by Milton S. Gelman. David Rich directs for producer Boris D. Kaplan of Revue Productions, Hollywood, where this series about river life in the America of the 1840s is filmed.

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NBC-New York, 9/6/60

NBC COLOR TELEVISION NEWS

September 6, 1960

CREDITS FOR 'THE PRICE IS RIGHT' DAYTIME COLORCASTS ON THE NBC TELEVISION NETWORK

TIME:	NBC-TV Network colorcasts, Monday through Friday, 11-11:30 a.m. NYT.
STAR:	Bill Cullen
FORMAT:	Audience-participation game show in which four panelists try to guess the retail value of displayed merchandise. Closest bid, without going over actual retail price, wins. There is also a weekly showcase for home viewers to bid on via postcards.
ORIGINAL STARTING DATE:	Nov. 26, 1956
MODELS:	Junie Ferguson and Toni Wallace
ANNOUNCER:	Don Pardo
PACKAGER:	Goodson-Todman Productions Inc., in association with the NBC-TV Network
PRODUCER:	Bob Stewart
DIRECTORS:	Paul Alter and Don Bohl
ASSOCIATE PRODUCER:	Beth Hollinger Ferro
ASSOCIATE DIRECTOR:	Michael Graham
PRODUCTION MANAGER:	Edythe Chan
UNIT MANAGER:	Gene Whitlock

(more)

2 - Credits for 'The Price Is Right'

PROGRAM STAFF: Don Scott, Marilyn Wolfe and Imie Lane

SET DESIGNER: Merrill Sindler

SPONSORS AND AGENCIES: Alberto-Culver Co. (Compton Advertising, Inc.); Beech Nut Life Savers, Inc. (Young & Rubicam, Inc.); Chemstrand Corp. (Doyle Dane Bernbach Inc.); Frigidaire Division of General Motors (Dancer-Fitzgerald-Sample Inc.); General Mills Inc. (Batten, Barton, Durstine & Osborn Inc.); Glenbrook Laboratories Division of Sterling Drug Inc. (Dancer-Fitzgerald-Sample Inc.); H. J. Heinz Company (Maxon Inc.); Thomas Leeming & Co. (William Esty Company Inc.); Lever Brothers Co. (Batten, Barton, Durstine & Osborn Inc.); McCall's Magazine (Grey Advertising Agency Inc.); Mentholatum Company Inc. (J. Walter Thompson Co.); Tussy (Young & Rubicam Inc.) and Whitehall Laboratories (Ted Bates & Co. Inc.).

ORIGINATION: Colonial Theatre, New York City.

NBC PRESS REPRESENTATIVE: Stan Appenzeller (New York)

(NOTE: A separate credit sheet on "The Price Is Right" Wednesday night colorcast series was in the NBC Daily News Report dated 9/2/60.)

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NBC-New York, 9/6/60

JACK TRACY
ROOM 320

 NBC TELEVISION NETWORK NEWS

September 7, 1960

'THE COLD WOMAN,' A DRAMATIZED CASE-STUDY OF SEXUAL FRIGIDITY IN THE U.S., IS FIRST 'PUREX SPECIAL FOR WOMEN' ON NBC-TV

"The Cold Woman," a dramatic study of sexual frigidity in America, will be the first of the "Purex Special for Women" series on the NBC-TV Network, Friday, Oct. 14 (4-5 p.m. EDT).

NBC News correspondent Pauline Frederick will act as reporter for the documentary study-in-depth, which was written by George Lefferts, producer of the series of hour-long specials. Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, will supervise five such programs, each dealing with a major problem area for women in today's society. Two of the five will be repeated this season. William A. Graham will direct the program.

"The Cold Woman" deals candidly with sexual and emotional frigidity, which has been described as the "most epidemic sickness in our society, a major source of blame for thousands of marital break-ups." The script is based upon tape-recorded interviews with scores of American women, upon transcripts of counseling sessions, and numerous consultations with leading authorities in marital and personal counseling. The dramatized case-study concerns a woman whose second marriage is foundering and her subsequent recognition that her coldness is not a physical problem but rather a reflection of her attitudes toward life in general.

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2 - 'Purex Special for Women'

Dr. Lena Levine, a psychiatrist and a past President of the American Association of Marriage Counselors, will be interviewed at the conclusion of the program to offer information for those women (and men) who are attempting to find a solution to the common problem of the frigid personality.

Professional sources called upon for technical advice and consultation in the preparation of the script for "The Cold Woman" include Dr. Levine; Dr. Ashley Montagu, noted anthropologist and author of "The Natural Superiority of Women"; Dr. Sara Sheiner, psychiatrist with the Karen Horney Clinic; and Mrs. Frances Beatman, Executive Director of the Jewish Family Service.

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NBC-New York, 9/7/60

NBC COLOR TELEVISION NEWS

September 7, 1960

DANCES AND SONGS OF MANY MOODS ON 'ASTAIRE TIME' COLORCAST

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Fred Astaire to Spotlight Barrie Chase in Her First TV Dance Solo; Count Basie and Band Join Show

Fred Astaire will present dances and songs of many moods, and will spotlight guest star Barrie Chase performing her first television dance solo, on "Astaire Time" -- his third full-hour special colorcast on the NBC-TV Network -- Wednesday, Sept. 28 (10-11 p.m. EDT).

Miss Chase won stardom on Astaire's first TV show, which received nine Emmys and many other awards. Others who will join Astaire Sept. 28, for the third time, include David Rose and his orchestra and choreographer Hermes Pan. Count Basie and his band with singer Joe Williams will perform with Astaire on TV for the first time. Several members of the dance company also will make their third TV appearance with Astaire.

Astaire is also executive producer for the show, which is sponsored again by Chrysler Corporation through the Leo Burnett Company, Inc. He is joined this year by producer Gil Rodin, director Greg Garrison and costume supervisor Grady Hunt. Emmy Award winner Ed Stephenson returns for his third year as art director. Miss Chase's gowns are by Jean Louis. Art Gilmore again announces.

Astaire will dance with Barrie Chase and the dancers in the "Romeo and Juliet Overture," a David Rose composition alternating

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between jazz and classical rhythms, which opens the show. In a change of pace, Astaire and Miss Chase then will go into a dance comedy number, Cole Porter's "Miss Otis Regrets," with a David Rose arrangement.

Count Basie and his band will follow with "Not Now, I'll Tell You When," after which they will play for an ad lib Astaire dance interpretation of "Sweet Georgia Brown."

Barrie Chase, in her first television dance solo, will be supported by the dance company in Jean Sibelius' "Valse Triste," arranged and conducted by David Rose and his orchestra.

A specialty number, "We Have to Dance," will follow, featuring 12 male dancers, after which Astaire will swing into the "Sheik of Araby," a novelty number with a surprise feature. Count Basie will offer "It's a Wonderful World," spotlighting singer Joe Williams, and then will join Astaire and Miss Chase for "The Blues," a raffish rhythm number.

Astaire will pay nostalgic tribute to the past with a medley of 10 songs which he has made famous. He will close the show to the music of the "Romeo and Juliet Overture," with Miss Chase and the dancers.

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NBC-New York, 9/7/60

September 7, 1960

DOMESTIC DRAMA OF 'THE LONG NIGHT' WILL OPEN NEW SEASON OF 'LORETTA YOUNG SHOW'

Loretta Young stars as a housewife who senses the emptiness of her life when a happy family moves into the house next door, in "The Long Night," which opens the 1960-61 season of NBC-TV Network's "Loretta Young Show" Sunday, Sept. 18 (10-10:30 p.m. EDT).

"The Long Night" marks the start of Miss Young's eighth consecutive season as hostess and star of the highly-rated series.

In the drama, Dina (Miss Young) and Chris (Robert Richards), a couple in their late thirties, have little left to talk about. Chris is so preoccupied with business worries that he rarely notices when Dina speaks to him, and has little time for his three children. A new family moves into the house next door, and Dina is struck by their happiness. But a few months later, Laura (Ruth Brady), the wife, is killed by a hit-and-run driver. Dina and Chris try to comfort Al, the husband (Preston Hansen), but he rejects their sympathy, and makes an observation that has a profound effect on their lives.

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September 7, 1960

PREMIERE STORYLINE OF 'THE BARBARA STANWYCK SHOW'

Miss Stanwyck Stars as Once-Wealthy Widow Who Clings To Mink Coat As Last Vestige of Past Social Status

Barbara Stanwyck introduces her new half-hour weekly anthology series -- "The Barbara Stanwyck Show" -- starring in "The Mink Coat" on the NBC-TV Network Monday, Sept. 19 (10-10:30 p.m. NYT).

In the initial presentation, Miss Stanwyck portrays a once-wealthy widow, Syd Charing, who clings to the social whirl she once was a part of. As her passport to society's upper strata, she uses her last vestige of wealth, a mink coat. Her make-believe life faces collapse when a baggage checkroom clerk named Bill (Steve McNally) loses the coat.

Others in the drama, which was directed by Jacques Tourneur, include Tenen Holtz as Mr. Bronsky, Lewis Martin as Franklin Loring, Anna Lee as Mimi, Michael Whalen as Troy Baylor, Jack Nicholson as Georgie and Hal Smith as the salesman.

Miss Stanwyck appears as hostess of all programs and as the star of most in the new series.

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September 7, 1960

'DANTE,' STARRING HOWARD DUFF, STARTS AS NBC-TV MONDAY SERIES, WITH STORY OF HOMING PIGEON USED IN A BLACKMAIL SCHEME

"Dante," mystery-adventure series with tongue-in-cheek treatment of posh nightclubs and syndicate bosses, premieres on the NBC-TV Network Monday, Sept. 26 (9:30 p.m. NYT), starring Howard Duff as Willie Dante, two-fisted former gambler who owns Dante's Inferno, a swank nightclub in San Francisco.

Dante is unable to shake his former associates or to convince the police he is going straight. As a result, he is harried between constant threats of underworld violence and the ever-present surveillance of the police.

Veteran actor Alan Mowbray is seen as "maitre d'" Stuart Styles, Tom D'Andrea as Biff the bartender, and Mort Mills as Detective Lieut. Bob Malone.

On the premiere episode, "One for the Birds," Dante gets involved with a blackmailer who uses a homing pigeon as an accomplice. A week before his club is scheduled to open, Dante learns that Styles is being blackmailed. On the night of the payoff, a messenger delivers a box containing a carrier pigeon with a note instructing Styles to insert the money in a capsule attached to the bird's leg.

Dante's investigation takes him to a messenger service, a beautiful woman's apartment and a dentist chair before the blackmailer is apprehended.

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The attached is sent to you for your information, use and guidance.

NBC Press Department

JACK TRACY
ROOM 320

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7 8300

ROBERT W. SARNOFF
CHAIRMAN OF THE BOARD

2-X-H

September 7, 1960

Mr. Robert M. White II
President and Editor
New York Herald Tribune
230 West 41st Street
New York, New York

Dear Mr. White:

Mr. John Crosby's column in the September 7 issue of the New York Herald Tribune is not only a vindictive and distorted attack on NBC, but is false and damaging.

We will not undertake to correct his misleading observations on the operational and management aspects of broadcasting, since he is uninformed in those fields and is not competent to deal with them. Nor do we question his right as a reviewer to criticize programs, despite his dislike of television.

However, since Mr. Crosby's column dwells on financial considerations on which information has been published, we would like to correct errors of fact on this subject. Contrary to Mr. Crosby's statements on how NBC's profits "have sunk" to the point where "it may even be losing money," the facts are that NBC's profits for the year 1959 were at a near-record level and for the fourth quarter of that year, were the highest in the Company's history.

During the first half of 1960, NBC's profits were at an all-time high. This fact -- far from being a "secret" -- was made public and Mr. Crosby could have read it in the July 20 issue of his own newspaper on page 27. Moreover, the indications are that NBC will earn an all-time high in profits for the year 1960, with the fourth quarter of this year surpassing the previous record fourth quarter of 1959.

In view of Mr. Crosby's professed devotion to responsibility in programming, his attack on NBC is a striking example of his bias, since he gives no recognition to NBC's accomplishments in news and public affairs programs, where it has established a leading position; nor to its presentation of entertainment programs of outstanding merit; nor to its development of color television -- all costly undertakings which benefit the public as well as the broadcasting art and industry.

In the interest of fairness, we are sure that the Herald Tribune and the member newspapers syndicating Mr. Crosby's column will want to print this letter in an appropriate position so that their readers may not be misled.

Sincerely yours,

Robert W. Sarnoff
Chairman of the Board

Robert E. Kintner
President

September 8, 1960

NATION'S MAJOR FAITH GROUPS WILL PRESENT ORIGINAL DRAMAS, DOCUMENTARIES, MUSICAL SHOWS IN NBC-TV NETWORK'S RELIGIOUS PROGRAMMING DURING 1960-61

Original dramas, documentaries and musical shows specially commissioned by the nation's major faith groups will figure importantly in the NBC-TV Network's religious programming for 1960-61.

Plans for the new season were announced today at an assembly held by NBC in New York for TV executives of the National Council of Churches (representing 33 Protestant and Eastern Orthodox communions), the National Council of Catholic Men and the Jewish Theological Seminary of America. These are the principal organizations partnering NBC in production of its regular weekly TV religious program (Sundays, 1:30 p.m. NYT).

Prominent on the agenda are a dramatic trilogy underscoring the importance attached to success symbols in this country today, a four-part examination of the Christian conscience in the modern world, a four-part series spotlighting various views of man and his nature as reflected in the theater from Sophocles to Tennessee Williams, a 12-part drama-documentary series directed at the nation's "decision makers," a four-play cycle devoted to significant facets of American life today (including father-son relationships), and a two-part series on Abraham Lincoln and the Bible.

Doris Ann, manager of NBC-TV religious programs, said William Jenkins and Joseph Krumgold will be writers new to the program. There will be new contributions by Elliot Baker, Robert Crean,

(more)

Father Dominick Rover, O. P.; Leo Brady, Morton Wishengrad and Joseph Mindel, all of whom have written for it in past seasons.

During a 52-week schedule, the program will be on view 24 times as "Frontiers of Faith" (with the National Council of Churches), 16 times as "The Catholic Hour" (with the National Council of Catholic Men), eight times as "The Eternal Light" with the Jewish Theological Seminary of America). There also will be two presentations of "The Southern Baptist Hour" (with the Southern Baptist Convention), one of "I Believe" (with the Lutheran Church - Missouri Synod), and one of "Faith and the Bible" (with the American Council of Christian Churches).

Productions scheduled for "Frontiers of Faith" in 1960-61, as announced at the assembly by Dr. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of Churches, are:

A dramatic trilogy, "The Brass Ring," dealing with young adults today and examining their quest for success symbols. Individual play titles are "The Moon and I" (to be telecast Sept. 11), "Headwaiters Know My Name" (Sept. 18) and "Look, Ma, I'm Different" (Sept. 25). All are by Elliot Baker.

A cycle of 12 drama-documentary shows aimed at the nation's "decision-makers." Subjects will include the Bomb and survival, the conquest of space, the new Administration, new social weapons (such as sit-ins), the man-woman relationship, emerging nations. (February, March, April, 1961)

A series of eight discussions of vital issues facing the churches. (June and July, 1961)

(more)

Projects slated for "The Catholic Hour," as announced by Martin H. Work, executive director of the National Council of Catholic Men, are:

A cycle of four plays dealing with significant aspects of life in America today. The dramas are "The War for Geoffrey Wilson," by William Jenkins (Oct. 9); "The Isle Is Full of Noises," by Robert Crean (Oct. 16); "Beautiful Johnny," by Father Dominick Rover, O. P. (Oct. 23), and "My Enemy, My Son," by Leo Brady (Oct. 30), a satire on the relationship between fathers and sons.

A group of four dramatic shows, "The Christian Conscience," examining fundamental problems of Christianity in the modern world (January, 1961).

A series of four dramatic shows contrasting aspects of man as revealed in the theater from the Greeks to the present, with the Rev. John Walsh, S. J., of Marquette University, as commentator. (May, 1961)

Features listed for "The Eternal Light," as announced by Dr. Arthur A. Chiel, its program editor, are:

"Pages from the Talmud," a drama by Morton Wishengrad (Nov. 6)

A drama to be announced. (Nov. 13)

"Songs of Thanksgiving around the World," a musical show. (Nov. 20)

"The Director," a drama of modern-day Israel by Joseph Krumgold. (Nov. 27)

(more)

A drama by Joseph Mindel to be presented in observance of the centenary of the birth of Theodore Herzl, father of modern Israel. (Dec. 4)

A one-man show by Theodore Bikel in observance of Hannukah. (Dec. 11)

"Mr. Lincoln and the Bible," a two-part conversation with Mark van Doren, the poet and critic, and Maurice Samuel, author and lecturer. (Dec. 18 and 25)

Following is the complete 1960-61 schedule of the TV program, an NBC Public Affairs presentation:

"Frontiers of Faith," Sept. 4, 11, 18, 25; "Faith and the Bible," Oct. 2; "The Catholic Hour," Oct. 9, 16, 23, 30; "The Eternal Light," Nov. 6, 13, 20, 27, Dec. 4, 11, 18, 25; "I Believe," Jan. 1; "The Catholic Hour," Jan. 8, 15, 22, 29; "Frontiers of Faith," Feb. 5, 12, 19, 26, March 5, 12, 19, 26, April 2, 9, 16, 23; "Southern Baptist Hour," April 30; "The Catholic Hour," May 7, 14, 21, 28; "Frontiers of Faith," June 4, 11, 18, 25, July 2, 9, 16, 23; "Southern Baptist Hour," July 30; "The Catholic Hour," Aug. 6, 13, 20, 27.

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NBC-New York, 9/8/60

September 8, 1960

ROBERT LOUIS STEVENSON'S "THE SUICIDE CLUB" WILL BE SEASON'S THIRD "DOW HOUR OF GREAT MYSTERIES" TUESDAY, OCT. 18

Robert Louis Stevenson's celebrated short story, "The Suicide Club," will be the season's third presentation of the "Dow Hour of Great Mysteries" Tuesday, Oct. 18, on the NBC-TV Network (10-11 p.m. EDT). Audrey and William Roos wrote the teleplay. Robert Saudek Associates produces the mystery series.

This macabre Stevenson story concerns a group of men in 19th century London who form a club with the exclusive purpose of allowing its members to accomplish their own destruction. Cast for "The Suicide Club" has not yet been chosen.

Noted stage and TV director Alex Segal will direct the presentation, with Joseph N. Welch in his regular role of host. Henry May is designer.

The opening offering in the "Dow Hour of Great Mysteries" will be "The Datchett Diamonds," starring Rex Harrison and Tammy Grimes, on Tuesday, Sept. 20. It will be followed on Tuesday, Sept. 27 by "The Cat and the Canary," starring Collin Wilcox, Sarah Marshall and Andrew Duggan.

The series of nine specials is sponsored by the Dow Chemical Company.

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September 8, 1960

JACK BENNY, GEORGE BURNS AND JIMMY DURANTE ADDED TO TV ROSTER OF "ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE!"

Three comedy "greats" -- Jack Benny, George Burns and Jimmy Durante -- have been added to the list of entertainers for "Eleanor Roosevelt's Diamond Jubilee Plus One!" Friday, Oct. 7, on the NBC-TV Network (9-10 p.m. EDT).

The comedians join Mary Martin and Richard Rodgers, previously announced, on the full-hour program honoring Mrs. Roosevelt and the Eleanor Roosevelt Cancer Research Foundation. Bob Hope will be host of the show and will offer one of his comedy routines.

Durante will re-create one of his famous routines from the 1920s, "You Must Treat the Piano Nice," in which he plays and sings. Burns will do one of his famous vaudeville acts and Benny will offer one of his comedy classics.

Over 20 personalities, prominent in showbusiness and world affairs will appear on the program.

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PREMIERE DATE CHANGE FOR 'DANTE'

"Dante," new mystery-adventure series starring Howard Duff in the title role, will begin on the NBC-TV Network Monday, Oct. 3 (9:30 p.m. EDT), instead of Sept. 26 as announced previously. The premiere of the series will be delayed one week because of the NBC-TV telecast (9:30-10:30 p.m. EDT) of the Nixon-Kennedy special program concerned with domestic policy. The opening "Dante" story "One for the Birds," will be presented Oct. 3.

NBC-New York, 9/8/60

NBC COLOR TELEVISION NEWS

September 8, 1960

CAST AND CREDITS FOR 'THE LAND OF OZ,' PREMIERE COLORCAST OF 'THE SHIRLEY TEMPLE SHOW' SUNDAY, SEPT. 18 (7 TO 8 P.M. EDT) ON NBC-TV NETWORK

Shirley Temple stars as Princess Ozma and as the boy Tip, in "The Land of Oz."

Written by Frank Gabrielson; based on L. Frank Baum's "The Land of Oz."

With guest stars Jonathan Winters as Lord Nikidik, Ben Blue as the Scarecrow, Sterling Holloway as Jack Pumpkinhead, Gil Lamb as the Tin Woodman, Arthur Treacher as Graves the Butler, Frances Bergen as Glinda the Good;

And with special guest star Agnes Moorehead as Mombi the Witch.

* * *

Executive producer -- William H. Brown Jr.

Producer -- William Asher.

Director -- William Corrigan.

Music composed and conducted by Vic Shoen.

Theme music by Vic Mizzi.

Settings by Jay Krause.

(more)

ADDITIONAL CREDITS:

Unit Manager -- Lloyd Bockhaus

Production Assistant -- Nannette Eiland

Technical Director -- Bob Finch

Lighting Director -- John Casagrande

Audio Director -- Hal Flood

Associate Director -- Jules Seidman

Costumes -- Bob Carlton

Makeup -- John Chambers

Story Editor -- Lois Green

Origination -- An NBC Television production originating in the network's Color Studios in Burbank, Calif.

Sponsors and Agencies -- Beech Nut Life Savers Inc., through Young and Rubicam Inc.; and Radio Corporation of America through J. Walter Thompson Company.

NBC Press Representatives -- Bill Faith (Hollywood), Betty Lanigan (New York).

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THE CAST

Shirley Temple	--	Princess Ozma, who is transformed into the small boy Tip by Mombi the Witch
Jonathan Winters	--	Lord Nikidik
Ben Blue	--	Scarecrow
Sterling Holloway	--	Jack Pumpkinhead
Gil Lamb	--	Tin Woodman
Agnes Moorehead	--	Mombi the Witch
Frances Bergen	--	Glinda the Good

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THE CAST (CONT'D)

Arthur Treacher	--	Graves the Butler
Mel Blanc	--	Voices of the Sawhorse and Glinda's Book
Charles Boaz	--	Colonel
Mari Lynn	--	Jellia Jamb
Lighting Bug Repairman	--	Norman Levitt
Royal Army	--	William Keene
Court Doctor	--	Lou Merrill
The Gump	--	Maurice Dallimore
Boy General	--	Dennis Holmes

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NBC-New York, 9/8/60

JACK TRACY
ROOM 320

NBC TRADE NEWS

September 9, 1960

BOB HOPE SIGNS NEW FIVE-YEAR CONTRACT WITH NBC

Bob Hope has signed a new five-year contract with the National Broadcasting Company for his services in television, it was announced today by Robert E. Kintner, President of NBC.

In announcing the contract, Mr. Kintner commented: "We are gratified that the 1960-61 season, which marks the start of Bob Hope's 11th year in television, is also the time for a renewal of his association with NBC. Under this new contract, we look forward to even greater successes in the future by one of the top personalities in showbusiness."

Under the terms of the new agreement, Mr. Hope will star in from six to eight one-hour specials each year, and will be available for one two-hour show each season.

Mr. Hope started in radio as a guest on Rudy Vallee's famous NBC Thursday night program. His comedy style caught on rapidly, and in 1938 he was starred in his own NBC Radio show. Thereafter followed quick success in motion pictures, personal appearances and finally in television, where he made his debut on NBC Easter Sunday, 1950. Mr. Hope has been associated with NBC for 25 years.

His NBC-TV shows have been consistent award-winners. One telecast, filmed in Moscow, received both the Sylvania Award and the George Foster Peabody Award for "television contribution to international understanding."

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September 9, 1960

HENRY CABOT LODGE TO 'MEET THE PRESS'

Henry Cabot Lodge, Republican Vice Presidential nominee, will be the guest on "Meet the Press" Sunday, Sept. 18 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT).

Lodge, former U. S. Representative in the United Nations, will be interviewed by Pauline Frederick of NBC News, Robert White of the New York Herald Tribune, Ernest K. Lindley of Newsweek and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." The program will be presented live from Washington, with Ned Brooks as moderator.

September 9, 1960

BEECH NUT LIFE SAVERS INC. PURCHASES SPONSORSHIP IN EIGHT NBC-TV DAYTIME PROGRAMS DURING 1960-61

Beech Nut Life Savers Inc. has purchased sponsorship in eight daytime programs on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new purchase is in addition to one previously announced for sponsorship in NBC-TV's new Saturday afternoon show, "Saturday Prom," which will premiere next month. The additional daytime purchases include two other Saturday shows -- "The Lone Ranger" and "Captain Gallant."

Beech Nut also has purchased sponsorship in the Monday-through-Friday programs, "Dough Re Mi," "The Price Is Right," "Truth or Consequences," "The Loretta Young Theatre," "From These Roots" and "Here's Hollywood."

The order was placed through Young & Rubicam, Inc., advertising agency for Beech Nut Life Savers Inc.

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NBC COLOR TELEVISION NEWS

September 9, 1960

DONALD O'CONNOR TO HEAD SONG-DANCE-AND-COMEDY COLORCAST WITH MITZI GAYNOR AND ANDRE PREVIN AS GUEST STARS

Dancer-singer-actor-comedian Donald O'Connor will headline a special full-hour telecast of song, dance and comedy when "The Donald O'Connor Show" is colorcast on the NBC-TV Network Tuesday, Oct. 11 (10 to 11 p.m. EDT).

O'Connor will spotlight Mitzi Gaynor as star of the program, with Oscar-winner jazz pianist-composer Andre Previn as co-star. In addition, Sidney Miller, long-time associate of O'Connor, will be featured in comedy routines.

"The Donald O'Connor Show" special telecast will be sponsored by the U. S. Brewers Foundation, with J. Walter Thompson Company as the advertising agency.

The Oct. 11 program will mark a reunion, and the first appearance together on television, for Miss Gaynor and O'Connor. They last appeared together four years ago in the film, "Anything Goes." Since then Miss Gaynor has been acclaimed as a movie musical favorite and as a dramatic and comedy actress. She won critical and audience approval for her performance in "Les Girls" and her portrayal of Nellie Forbush in the film version of the Rodgers and Hammerstein stage success, "South Pacific." She received similar praise for her straight acting roles in "The Joker Is Wild" opposite Frank Sinatra and in the comedy "Happy Anniversary" with David Niven. She has just completed "Surprise Package" with Yul Brynner.

(more)

O'Connor, who started his career as a child actor, has starred in movies, on TV and more lately as a nightclub entertainer and dramatic actor. He was the star of "The Buster Keaton Story," a movie biography of the sad-faced silent film comedian; performed with success as an entertainer in Las Vegas, dramatic and comedy roles on major TV shows, and just finished the film, "Cry for Happy" with Glenn Ford.

Previn won his Academy Award "Oscar" for his scoring of the multiple-award winning film, "Gigi." Miller and O'Connor are close friends, and have staged their popular songwriting skit on TV since they introduced it on NBC-TV's "Comedy Hour" in 1952.

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NBC-New York, 9/9/60

NBC COLOR TELEVISION NEWS

September 9, 1960

GIRDLING THE GLOBE

Dinah Shore and Other 'Chevy Shows' to Present '39 Distinctive Events,' Including Programs Filmed in Many Lands, For Colorcast on NBC-TV in 1960-61

Dinah Shore will present her own version of "global television" when she and her guests perform in actual locales ranging from Copenhagen to Hong Kong, filmed for the 1960-61 season of "The Dinah Shore Chevy Show" colorcasts which will begin on the NBC-TV Network Sunday, Oct. 9 (9-10 p.m. EDT).

Dinah and her family recently returned from a Summer in Europe, where she filmed three of the new season's shows in Copenhagen, Madrid, Lisbon and Paris. At the same time, "Chevy Show" staffers were completing filming and editing of added segments in Tahiti, Australia, Singapore, Indonesia, Samoa and in major cities including London, Hong Kong, Rio de Janeiro, Tokyo and San Francisco.

The new season's "Chevy Shows" will be a series of 39 "distinctive events," said executive producer Henry Jaffe, with most of the programs bearing little resemblance to the musical-variety form as it has been known. Each program will be distinct in theme or locale from the one preceding or following it, said Jaffe.

Before Dinah launches the fourth year of her full-hour series Oct. 9, and after "The Chevy Mystery Show" closes its Summer run

(more)

Sept. 25, Roy Rogers and Dale Evans will open "The Chevy Show" series for the new season Sunday, Oct. 2 with "County Fair, U. S. A.," guest-starring Walter Brennan.

Demonstrating "that global television, like charity, begins at home," Dinah will open her new season with a "See the U. S. A." show spotlighting guest stars Red Skelton, Nat King Cole and Shirley Temple.

On Sunday, Oct. 16, a night off for Dinah, Art Linkletter will present "Love Is Funny," with guest stars including Zsa Zsa Gabor.

As the season continues, the international programs will be interspersed with an array of other "event" shows. Dinah will make her dramatic debut on the series in a full-hour play with Jose Ferrer. Dinah also will devote a program to America's major contribution in the world of music, "The Blues and Spirituals."

Several musical comedies will be presented, including "Arabian Nights" starring Janet Blair, and a musical version of the Stephen Vincent Benet story, "O'Halloran's Luck," saluting St. Patrick's Day. Another holiday show, "Christmas Around the World," will bring viewers Yule greetings, songs and dances from many lands in addition to our own.

One world is too big an assignment for one production team, Jaffe said, adding, "One of the biggest differences between the programs this season and that of any other season and any other series is the fact that we will have a number of production staffs working on a regular basis. Each will do the kind of show for which it has been specially designed.

"In addition to Bob Finkel, who produced 'The Dinah Shore Chevy Show' last season, and Alan Handley and Bob Henry, who produced

(more)

some of the other 'Chevy Show' programs, we will have Jack Donohue as producer of Dinah's shows from Europe, John Guedel, Perry Cross, Tony Charmoli, George Schlatter and Barry Shear. Each has assembled his own staff of writers, directors, choreographers and music directors. Each producer and his staff will have at least a month to work on any given program."

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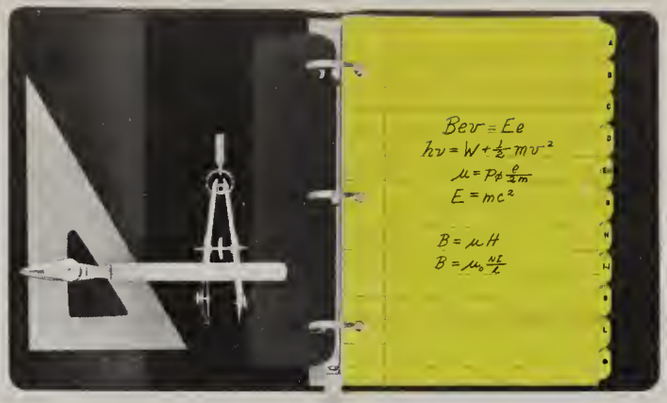
NBC-New York, 9/9/60



CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

September 9, 1960

DR. KISTIAKOWSKY, SPECIAL ADVISER TO EISENHOWER FOR SCIENCE AND TECHNOLOGY, TO LAUNCH NEW 'CONTINENTAL CLASSROOM' COLORCAST COURSE IN CONTEMPORARY MATHEMATICS

Dr. George B. Kistiakowsky, Special Adviser to President Eisenhower for Science and Technology, will launch the new "Continental Classroom" colorcast course in Contemporary Mathematics on the NBC-TV Network Monday, Sept. 26 (6:30 a.m. local time).

"As our society depends increasingly on science and technology, it is important that all citizens possess an understanding of the nature of science and mathematics," Dr. Kistiakowsky will say. "The continued security and growth of the United States in this age of technology will require steady increases for many years in the nation's supply of high-quality engineers, scientists and teachers of mathematics and the sciences."

Yet, at the very time when the need for more mathematically trained personnel is increasing, the supply is not keeping pace. "Although more persons are studying mathematics and science today than at any time in the previous history of the country, the number is insufficient to meet the demand," Dr. Kistiakowsky will say.

He believes the two-semester college-level "Continental Classroom" course in Contemporary Mathematics has "an excellent chance of reaching many people throughout the nation who need and want to

(more)

understand the scientific world in which we live -- who want to be scientifically literate in this age of technology."

The course will be "of special value," he believes, to junior and senior high school teachers and also to college undergraduates planning to teach. "The presentation of content by master teachers will enable viewers to update themselves in mathematics, reinforce the knowledge they already have, add to it, and gain fresh insights," he will say.

On the premiere telecast, Dr. Kistiakowsky will introduce the teacher of the first semester course in Modern Algebra, Dr. John L. Kelley, head of the mathematics department at the University of California at Berkeley. Dr. Kelley will teach the mathematical content of the course Mondays, Wednesdays and Fridays. Dr. Julius Hlavaty, head of the mathematics department at DeWitt Clinton High School, New York City, will teach sessions designed especially for teachers on Tuesdays. They will instruct jointly on Thursdays. The second semester will be devoted to Probability and Statistics.

Contemporary Mathematics will be produced by NBC in cooperation with Learning Resources Institute and the Conference Board of the Mathematical Sciences.

Last season's "Continental Classroom" course in Modern Chemistry will be repeated on color TV tape recordings Monday through Friday from 6 to 6:30 a.m. local time starting Sept. 26.

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NBC-New York, 9/9/60

September 9, 1960

BAT MASTERSON TO TAKE NEW THURSDAY NIGHT TIME PERIOD

- - -

Series to Start Third Season of Adventures Sept. 29

"Bat Masterson," starring Gene Barry, will be presented in a new Thursday night time period on the NBC-TV Network -- 8:30-9 p.m. EDT, starting Sept. 29 -- when it begins its third season of new, exciting and romantic adventures of the man who became a legend in his own time.

The series will continue under sponsorship of Sealtest Foods and, on NBC-TV's West Coast stations only, by Hills Bros. Coffee. N. W. Ayer & Son Inc. is the agency for both advertisers.

"Bat Masterson" is currently telecast Thursdays, 8-8:30 p.m. EDT. It is produced by Andy White and Frank Pittman, with various directors and writers and is filmed at Ziv-U. A. Television Studios, Hollywood, Calif. The series has been a weekly feature on NBC-TV since it began Oct. 8, 1958 -- with repeat episodes presented during the Summer.

In adventure, drama, humor and human interest, the episodes highlight the experiences of a man who lived and survived in an era of violence in the lawless American West. Bat Masterson teamed with -- or against -- more frontier personalities, moved in and out of more Western towns, and lived by a greater variety of vocations than perhaps any of his contemporaries.

(more)

He went where the money flowed freely and excitement was in the air. Buffalo hunter, scout, deputy, gambler, sheriff, hired gun, author, faro dealer, burlesque troupe manager, boxing promoter, free lancer -- the roving Masterson saw more of the West than the Pony Express. The episodes in the series are drawn from the people he knew and the places where he left his mark.

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NBC-New York, 9/9/60

September 9, 1960

TRAIL BOSS' REVENGE SCHEME LEADS TO TRAGEDY
IN PREMIERE OF "OUTLAWS" SERIES

A lifelong dream turns into tragic reality when three cowboys allow a false sense of loyalty for their trail boss to turn them into hunted men in "Thirty a Month," the premiere episode of the NBC-TV Network's "Outlaws," starring Barton MacLane, Don Collier, Jock Gaynor and guest stars Steve Forrest and Robert Culp Thursday, Sept. 29 (7:30 to 8:30 p.m. EDT).

Rance Hollister (Forrest), industrious trail boss, is robbed of his 10-year savings which he had set aside to buy two sections in the most beautiful valley in Oklahoma. He becomes a vengeful man who will stop at nothing to recover the money.

His three trail hands, Sam Yadkin (Culp), Billy Hooton (Warren Oates) and Brazos (Garry Walberg), tired of working for $30 a month, agree to help him rob a train. Their plan almost succeeds, until Rance commits murder and Billy is wounded. The "Wanted" posters are circulated and Chief U. S. Marshal Frank Caine (MacLane) sends his two deputies, Will Foreman (Collier) and Heck Martin (Gaynor), in pursuit.

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EDINBURGH FILM FESTIVAL HONORS "PROJECT 20" PRODUCTION OF "MARK TWAIN'S AMERICA"

The Edinburgh Film Festival is honoring the NBC-TV "Project 20" production of "Mark Twain's America" with a special showing this week. The program, fast acquiring an international reputation, also won a special jury diploma at the recent Venice Grand Prix for Children's Films.

Enthusiastic critical acclaim followed its recent showing by the British Broadcasting Corporation. Reynolds News (London) said, "The BBC basks in the reflected glory of the brilliant Mark Twain film it hired from NBC in America... It was American history on the move, the real thing -- not a Hollywood mock-up." The Observer (London) said, "It was a wonderfully instructive 50 minutes." The Sunday Independent (Dublin) said, "The whole story came over brilliantly...a show that should be regarded as a milestone in TV presentation." The Evening News (Edinburgh) said, "This fascinating film gave us in 50 minutes more American social history than most universities' lecturers succeed in imparting in a year."

"Mark Twain's America," which developed still-picture-in-motion techniques used earlier in the "Project 20" production of "Meet Mr. Lincoln," was telecast by NBC April 22, 1960.

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NBC-New York, 9/9/60

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 12, 1960

FIVE ADVERTISERS PURCHASE SPONSORSHIP OF PRO FOOTBALL TELECASTS ON NBC-TV NETWORK IN 1960

Five advertisers have purchased sponsorship of the 1960 professional football telecasts to be presented on NBC-TV, it was announced today by Richard McHugh, Manager, Special Program Sales, NBC Television Network.

They are the Minneapolis Brewing Company for Grain Belt Beer, National Brewing Company for National Bohemian Beer, Anheuser-Busch Inc. for Busch Bavarian Beer, Pearl Brewing Company for Pearl Beer, and the Phillips Petroleum Company.

The telecasts, to be presented on Sunday afternoons, will feature games to be played by the National Football League champions, the Baltimore Colts, and the Pittsburgh Steelers.

Sportscaster Lindsey Nelson and former All-America football star Frank Albert will team up as commentators for the telecasts.

The orders were placed through the following agencies: Lambert & Feasley Inc. for Phillips Petroleum; Knox Reeves Advertising Inc. for Minneapolis Brewing Company; W. B. Doner Advertising Agency for National Brewing Company; Gardner Advertising Company for Anheuser-Busch, and Tracy-Locke Company Inc. for Pearl Brewing Company.

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September 12, 1960

BROWN & WILLIAMSON PURCHASES SPONSORSHIP
IN THREE NBC TELEVISION NETWORK PROGRAMS

The Brown & Williamson Tobacco Corporation has purchased sponsorship in three programs on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The purchases were in "Outlaws" (Thursdays, 7:30-8:30 p.m. NYT), "Riverboat," (Mondays, 7:30-8:30 p.m. NYT) and "Dan Raven," (Fridays, 7:30-8:30 p.m. NYT). The orders place each of the programs in virtual SRO status for the new season.

All three purchases were through Keyes, Madden & Jones Advertising.

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September 12, 1960

SAM SNEAD VS. BOB HOPE ON 'CELEBRITY GOLF'

New NBC-TV Network Series, Starring Sam Snead Against Noted Entertainers, Tees Off Sept. 25 with Hope as First Opponent

"Celebrity Golf," a new half-hour weekly film show in which pro star Sam Snead matches strokes with low-handicap golfers from the entertainment world, tees off on the NBC-TV Network Sunday, Sept. 25 (5-5:30 p.m. EDT).

Kemper Insurance Companies, through the Clinton Frank, Inc. Advertising Agency, will sponsor "Celebrity Golf."

Each Sunday's nine-hole, match-play round will be an unusual challenge for Snead, one of golfdom's greatest figures. The Slammer will meet the celebrities, in most cases, on their own courses and on a handicap basis -- giving each show-world star his normal club handicap.

In the opening match Sept. 25, Snead will face Bob Hope. Hope plays to a 12 handicap, which means Snead will give him six strokes over the nine-hole route. The match will be played at Lakeside Country Club in North Hollywood, Calif., Hope's home course.

The chance to beat Snead at his own game has resulted in an impressive lineup of showbusiness talent. In future matches Snead will tee up with Ray Bolger, Mickey Rooney, Jerry Lewis, Jack Carson, Dale Robertson, Gordon MacRae, Ed Gardner, George Gobel, Desi Arnaz, Roy Rogers, Perry Como, Fred Astaire, Dean Martin and many others, all good golfers. All matches will be filmed at courses in and around Los Angeles.

(more)

Charity also will benefit from the new show, according to executive producer Norman Blackburn, the show's creator. To add interest and to sharpen competition, celebrity golfers will receive cash prizes of $250 for every hole achieved in par, $500 for every birdie (one-under-par), and a prize of $1,000 if they can beat "Slammin' Sam" over the nine holes. There also will be a special prize of $10,000 for any guest who scores a hole-in-one. All of the money will go to a pre-designated charity.

An extra feature for viewers each week will be a free lesson by Snead, a top pro for nearly 25 years. The lessons will not have a set position in the show format, but will be impromptu when Snead spots an error in the celebrity guest's play. Both slow-motion and stop-action film techniques will be used to illustrate the tips.

Radio, motion picture and television actor Harry Von Zell will be announcer and play-by-play commentator.

"Celebrity Golf" is produced by Bob-O-Links Productions in association with NBC-TV. Producer Blackburn is a veteran of more than 30 years in the motion picture, advertising and broadcasting fields. The program will be directed by veteran movie-maker Norman McLeod, whose long list of credits includes "Kid from Brooklyn," "Paleface" and "Alias Jesse James."

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NBC-New York, 9/12/60

September 12, 1960

BOB HOPE TO PRESENT 'POTOMAC MADNESS,' ORIGINAL POLITICAL FARCE, WITH GINGER ROGERS AND PERRY COMO AS GUEST STARS

- - -

Full-Hour Musical to Have Cast of 75

Bob Hope will present an original political farce, "Potomac Madness," with guest stars Ginger Rogers and Perry Como on the new season's second special "Bob Hope Buick Show" Saturday, Oct. 22 (8:30-9:30 p.m. EDT) on the NBC-TV Network. Music and lyrics for the full-hour book show are by Sammy Cahn and Jimmy Van Heusen.

"Potomac Madness" will mark Hope's first appearance in an original musical expressly written for his TV show. Previously, however, he has done other book show specials including "The Awful Truth" with Greer Garson, and "Roberta" with Howard Keel, Anna Maria Alberghetti and Janis Paige.

A cast of 75 actors, singers and dancers will support the stars, with Jack Shea as director, Jack Baker as choreographer and with David Rose and his orchestra for musical accompaniment. Bob Hope's writing staff has conceived the book for the production, which is being produced by Jack Hope.

Hope will present his musical satire shortly before the Presidential election.

"I've wanted to do this sort of original book show for a long time," Hope said, "and my writers have come up with a satirical idea that is both humorous and timely. I'll appear as Governor Gaylord Goober, the people's candidate. Ginger Rogers will portray Ginger Money,

(more)

world's richest woman and the power behind the scenes in Washington. Perry Como will be Perry Crooner, madly in love with Ginger and willing to help her in a campaign to get Goober elected," Hope added.

Among the titles of the original tunes specially written by Cahn and Van Heusen are "Playing Politics," "I've Got Charm" and "Where Else But the U. S. A."

Hope begins his 11th year on the NBC-TV Network as a top TV personality with his first show of the season Monday, Oct. 3 (8:30-9:30 p.m. EDT). Guests will include Patti Page, Bobby Darin, Joan Crawford and the Hollywood Deb Stars.

The "Bob Hope Buick Show" is sponsored by Buick Motor Division, General Motors Corporation. McCann-Erickson Inc. is the agency.

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NBC-New York, 9/12/60

September 12, 1960

'OMNIBUS' TO OPEN EIGHTH TV SEASON WITH 'HE SHALL HAVE POWER,'
EXAMINING U. S. PRESIDENCY SINCE ITS INCEPTION
ALUMINIUM, LIMITED TO SPONSOR SEVEN PRODUCTIONS

"Omnibus" returns to the NBC-TV Network, for its eighth season on television Sunday, Nov. 13 (5-6 p.m. EST) with "He Shall Have Power," a searching documentary examination of the institution of the American Presidency from its inception by our nation's founding fathers to the present.

"He Shall Have Power" and six other "Omnibus" presentations -- to be presented Sundays, Dec. 11, Jan. 1, Feb. 5, March 5, March 26 and April 16 -- will be sponsored by Aluminium, Limited through J. Walter Thompson Company. In addition, the "Omnibus" producers, Robert Saudek Associates, are planning six more presentations under separate sponsorship. Alistair Cooke returns in his customary role as host of the award-winning series of quality specials.

"He Shall Have Power," a quotation from the American Constitution, was described by producer Robert Saudek as "a look in depth at our chief executive's office -- locus of the greatest power in the free world -- that will also examine the changing role of the Presidency as it impinges against world events." Mr. Saudek continued:

(more)

"The relationship of the Presidency to the rest of the world will also be carefully studied. 'He Shall Have Power' will enjoy the same careful fidelity to fact and standards of production that we have given to earlier 'Omnibus' presentations of 'The Constitution,' 'Boswell's Life of Samuel Johnson,' 'The Adams Family,' 'Capital Punishment' and 'The Birth of Modern Times.'"

"He Shall Have Power" will be directed by Fielder Cook from a television script by James Lee, and will be a New York origination. Cast details will be announced shortly.

Cook directed "Patterns" on "Kraft TV Theatre" and "In the Presence of Mine Enemies" on "Playhouse 90," among other television specials, and was the director for the motion picture version of "Patterns" and of "Home Is The Hero." Lee wrote two earlier "Omnibus" productions, "Boswell's Life of Samuel Johnson" and "Capital Punishment" in addition to the off-Broadway play, "Career," and its subsequent motion picture adaptation.

In its seven-year history, "Omnibus" has offered more than 150 programs whose general excellence have won for the series more than 75 major television awards. The program has introduced to television audiences for the first time such personalities as Leonard Bernstein, Peter Ustinov, Rex Harrison, Christopher Plummer and Orson Welles, and has helped in the "discovery" of Tammy Grimes, Elaine May and Mike Nichols, Susan Strasberg, Kim Stanley, Geraldine Page, Sal Mineo, Joanne Woodward and many others.

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NBC-New York, 9/12/60

"The relationship of the Presidency to the rest of the world will also be carefully studied. 'He Shall Have Power' will under the same careful fidelity to cast the standards of production that we were given to earlier 'Omnibus' presentations of 'The Constitution,' 'Boswell's Life of Samuel Johnson,' 'The Adams Family,' 'Capital Punishment' and 'The Birth of Modern Times.'"

"He Shall Have Power" will be adapted by Sidney Lowe from a television script by James Lee, and will be a New York originator. Cast details will be announced shortly.

Coop directed "Patterns" on "Great TV Theatre" and "In the Presence of Mine Enemies" on "Playhouse 90," among other television specials, and was the director for the motion picture version of "Patterns" and of "Home Is The Hero." Lee wrote two earlier "Omnibus" productions, "Boswell's Life of Samuel Johnson" and "Capital Punishment" in addition to the pit-Broadway play, "Career," and its subsequent motion picture adaptation.

In its seven-year history, "Omnibus" has offered more than 150 programs whose general excellence have won for the series more than 75 major television awards. The program has introduced to television audiences for the first time such personalities as Leonard Bernstein, Peter Ustinov, Rex Harrison, Christopher Plummer and Orson Welles, and has helped in the "discovery" of Jimmy Dykes, Elaine May son, Mike Nichols, Susan Strasberg, Kim Stanley, Geraldine Page, and Mimi Joanne Woodward and many others.

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NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 18 - 24 (All Times EDT)

Sunday, Sept. 18

7-8 p.m. -- "The Shirley Temple Show" presents "The Land of Oz," starring Miss Temple, with Jonathan Winters, Ben Blue, Sterling Holloway and Arthur Treacher. Agnes Moorehead is special guest star. (Premiere)

9-10 p.m. -- "The Chevy Mystery Show" presents "The Suicide Club," starring Cesar Romero, Everett Sloane and Dan Tobin. Vincent Price is host.

Monday through Friday, Sept. 19 - 23

11-11:30 a.m. -- "The Price Is Right" with Bill Cullen

12:30-1 p.m. -- "It Could Be You" with Bill Leyden

Monday through Thursday, Sept. 19-22

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday through Friday, Sept. 20-23

10:30-11 a.m. -- "Play Your Hunch" - with Merv Griffin

Wednesday, Sept. 21

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen

Thursday, Sept. 22

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford; tonight's guest is George Gobel. (Premiere)

(more)

Friday, Sept. 23

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host. (Note: This is the final program in the current series)

10-11 p.m. -- "Moment of Fear" presents "Fire by Night," starring Fay Spain and Mark Richman. (Note: This is the final program in the current series.)

Saturday, Sept. 24

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Badge Without Honor," with guest star Dan Duryea.

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September 12, 1960

'ELECTION COUNTDOWN'

- - -

Five Special NBC News Radio Programs to Assess Presidential Campaign in Five Areas

"Election Countdown," a series of five special NBC News programs assessing the effectiveness of the Presidential campaigns in the five major geographical areas of the nation, will be presented on the NBC Radio Network Thursday nights beginning Thursday, Sept. 29, from 8:05 to 8:30 p.m. New York time.

The dates of the broadcasts are Sept. 29, Oct. 6, Oct. 20, Oct. 27 and Nov. 3. There will not be a broadcast in this series on Oct. 13 because Vice President Nixon and Senator Kennedy have agreed to appear jointly on all television and radio networks that evening.

Each "Election Countdown" program will present progress reports on campaign activity that week in the Northeast, South, Midwest, Southwest and Pacific Coast areas, estimating public reaction to important campaign moves and indicating probable shifts in the relative strength of the candidates.

Merrill Mueller and Leon Pearson, NBC News correspondents, will be twin anchor men of the series. The regional reports will be gathered from NBC News reporters traveling with the candidates and from the news staffs of NBC affiliated stations.

James L. Holton of NBC News' New York staff will produce the programs.

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September 12, 1960

NBC-TV AND RADIO TO CARRY EISENHOWER ADDRESS SEPT. 26

President Eisenhower's address at the Golden Jubilee Dinner of the National Conference of Catholic Charities, to be held in New York Monday, Sept. 26, will be broadcast by the NBC-TV Network (including WNBC-TV) from 11:15 to approximately 11:30 p.m. EDT. The NBC Radio Network (including WNBC) will carry the address from 11:30 p.m. to conclusion.

The address will be tape-recorded earlier in the evening at the Statler-Hilton Hotel for presentation at these times.

JACK TRACY
ROOM 320

September 13, 1960

MOGEN DAVID WINE CORPORATION BUYS SPONSORSHIP
IN SIX NBC-TV NETWORK PROGRAMS

The Mogen David Wine Corporation has purchased sponsorship in six programs on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order consists of two daytime and four nighttime programs and represents the firm's first NBC-TV Network purchase. The programs are "The Jan Murray Show" (2-2:30 p.m.) and "Here's Hollywood" (4-4:30 p.m.) Mondays through Fridays, and "Riverboat" (Mondays, 7:30-8:30 p.m.), "Outlaws" (Thursdays, 7:30-8:30 p.m.), "Dan Raven" (Fridays, 7:30-8:30 p.m.) and "Westerner" (Fridays, 8:30-9 p.m.). All times are EDT.

The order was placed through Edward H. Weiss & Company in Chicago.

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September 13, 1960

NBC-TV NETWORK TO COVER SESSION OF UNITED NATIONS ASSEMBLY WITH EIGHT SPECIAL NBC NEWS PROGRAMS INCLUDING LIVE TELECAST OF KHRUSHCHEV'S ARRIVAL

Eight special NBC-TV Network programs covering the forthcoming session of the United Nations General Assembly, to be attended by Soviet Premier Khrushchev and other Communist leaders, were announced today by William R. McAndrew, Vice President, NBC News.

Mr. McAndrew said that the eight programs would include a live telecast covering Khrushchev's arrival aboard the Soviet liner Baltika. The ship, which is also carrying leaders of the Soviet satellite delegations, is due in New York on Monday, Sept. 19.

The first of the eight programs, a full-hour telecast Sunday, Sept. 18 (5-6 p.m. EDT), will examine the background of the special meeting and preview the issues to be debated by the General Assembly, which will convene Sept. 20.

Other special programs covering developments at the UN will be presented Monday, Sept. 19 (4:30-5 p.m. EDT); Tuesday, Sept. 20 (time to be announced); Thursday, Sept. 22 (8:30-9 p.m. EDT) and Friday, Sept. 23 (9:30-10 p.m. EDT).

The series will include a half-hour program earmarked for coverage of unexpected developments (time and date to be announced). A final program summarizing and interpreting the results of the meeting will be presented Wednesday, Oct. 5 (10-10:30 p.m. EDT).

The UN coverage will be produced under supervision of Julian Goodman, Director of News and Public Affairs. The producer

(more)

is Chet Hagan and the director is Robert Priaulx, with James Kitchell serving as director at the UN. Don Meaney, Manager, National News, will head an augmented staff of news editors and reporters at the UN.

NBC News correspondents who will cover the UN session include Frank McGee, Chet Huntley, Pauline Frederick, Merrill Mueller and Joseph C. Harsch, Senior European correspondent who has been specially assigned to the UN for the duration of the meeting.

In addition, the NBC News team will include Joseph Michaels, who has just completed a one-year assignment in Moscow, and Wilson and Lee Hall, the husband-and-wife team of correspondents who have covered the Nasser regime in Egypt and the Castro regime in Cuba. Washington correspondents Martin Agronsky and Frank Bourgholtzer, who is assigned to the State Department, also will come to New York for the UN coverage.

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NBC-New York, 9/13/60

September 13, 1960

'THE CAMPAIGN AND THE CANDIDATES'

Premiere of New NBC-TV Series to Show Stand of Presidential And Vice Presidential Candidates on Major Issues

The stand of the Presidential and Vice Presidential candidates on major issues in the 1960 elections will be examined in the first of eight special public affairs programs, with the series title of "The Campaign and the Candidates" Saturday, Sept. 17 (9:30-10:30 p.m. EDT) on the NBC-TV Network.

Film reports of speeches and press conferences will show the candidates' views on foreign and domestic affairs, farm policy, the religious issue, the Cuban situation and other important problems. The campaigning activities during the 48-hour period preceding the telecast will be covered by films and live reports from NBC News correspondents accompanying the candidates -- Herb Kaplow with Vice President Nixon in Minneapolis, Sander Vanocur with Senator Kennedy in Washington, Robert Abernethy with Senator Johnson in Abilene, Tex., and Bill Ryan with former Ambassador Lodge in Washington.

NBC News correspondent Frank McGee will be anchor man of the special program. Chet Hagan will produce and Robert Priaulx will direct the telecast.

"The Campaign and the Candidates" series will be under the over-all supervision of Julian Goodman, Director of News and Public Affairs, with Hagan and Louis Hazam as producers. It will be sponsored by the Longines-Wittnauer Watch Company, Inc.

The programs will be presented each Saturday evening from Sept. 17 through Nov. 5.

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September 13, 1960

'FOR THE DEFENSE'

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New Series Dramatizing Behind-Scenes and Courtroom Facets of Large Law Firm's Operations Will Be Presented In Prime Evening Time on NBC-TV in 1961

"For the Defense" -- a series of full-hour dramas about believable people from all walks of life who become caught up in the affairs of a major, diversified New York law firm -- will be produced by the NBC Television Network for presentation in prime evening time during 1961.

David Levy, Vice President, Programs and Talent, NBC Television Network, announced the new project today.

Conceived within the NBC Program Department, "For the Defense" will present authentic dramatizations of behind-the-scenes as well as courtroom facets of the operations of a large, international law firm handling corporation, domestic, criminal, and marine cases.

The series will have four permanent stars portraying members of the law firm -- an elder member of the firm whose duties are largely restricted to pleading the cases of major clients before high courts and federal committees; two younger partners, both seasoned but each restricted to different areas of legal practice; and an attractive, mature female member of the staff who maintains her woman's intuition without becoming emotionally involved with law partners or clients.

"Characterizations have been completed on the new series, scripts have been ordered and we expect to go into production in the near future," Mr. Levy said, adding:

(more)

"'For the Defense' will not be a purely fictionalized, romanticized 'who-dunnit' but rather will be as authentic and true-to-life as we can make it while keeping within a fictional framework. We want to tell the stories of real lawyers in real situations.

"Our stories will have a wide range of action, typical of the operations of such a major New York law partnership. The stories will not be restricted to New York. We might portray a criminal case in a small, rural town; a Congressional hearing in Washington, D. C.; a tax case in Switzerland; a case before the World Court, a case involving marine law in London -- or even a contested Mexican divorce hearing."

Additional details as to production and cast -- to include at least one star of exceptional stature -- will be announced shortly.

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NBC-New York, 9/13/60

September 13, 1960

IT'S NO MYSTERY THAT "ALFRED HITCHCOCK PRESENTS" OPENS ON NBC-TV TUESDAY, SEPT. 27, BUT THERE'S PLENTY OF SUSPENSE IN THE STORIES

- - -

First One is "Mrs. Bixby and the Colonel's Coat,"

Starring Audrey Meadows and Les Tremayne

Alfred Hitchcock, noted master of suspense whose name is synonymous with top TV and movie entertainment, brings his "Alfred Hitchcock Presents" series to the NBC-TV Network on Tuesdays starting Sept. 27 (8:30-9 p.m. EDT).

The series, produced by Joan Harrison, who has been associated with "Hitch" on his screen and TV productions of the past 12 years, is an anthology of suspense and mystery stories, often sprinkled with touches of humor. Each story is premised on a suspense-building device with the master himself setting the scene.

Each story will star and feature performers deemed "right for the part." If a star name fits the role then it will be used. If not, then the actor who best suits the role will get the assignment. It is not uncommon for a top New York or London actor to be flown to Hollywood to play a role.

Some of the stories will be adaptations of famous mystery writers' works and others will be originals by top TV craftsmen. But all will have the unmistakable Hitchcock touch, and "Hitch" himself will direct some of the episodes.

The premiere episode (directed by Hitchcock) will star Audrey Meadows and Les Tremayne in "Mrs. Bixby and the Colonel's Coat."

(more)

Seeking a respite from her humdrum, bill-laden marriage to Dr. Bixby (Tremayne), Mrs. Bixby (Miss Meadows) makes her monthly overnight visit to see her aunt and the result is doubly shocking.

"Auntie" turns out to be the Colonel (Stephen Chase), lover of horses, dogs and women. On this visit, the Colonel regrets that he can't see her any more but presents her with a mink coat. Not daring to wear it home, she pawns it and pretends to have found the pawn ticket. Dr. Bixby offers to find out what the ticket will redeem. When Mrs. Bixby next sees the coat she receives her second shock.

* * *

CREDITS FOR 'ALFRED HITCHCOCK PRESENTS' ON NBC-TV

TIME:	NBC-TV Network, Tuesdays, 8:30-9 p.m. NYT
PREMIERE DATE:	Tuesday, Sept. 27
PREMIERE EPISODE:	"Mrs. Bixby and the Colonel's Coat"
STARS (PREMIERE EPISODE):	Audrey Meadows as Mrs. Bixby; Les Tremayne as Dr. Bixby

SUPPORTING CAST (PREMIERE EPISODE):

Stephen Chase	as the Colonel
Sally Hughes	as Miss Pluteney
Howard Caine	as Pawnbroker
Madie Norman	as Eloise
Bernie Hamilton	as Chauffeur
Harry Cheshire	as Mr. Gorman
Lillian Culver	as Woman Patient
Ted Jordan	as Mr. Evans

(more)

3 - 'Alfred Hitchcock Presents'

PRODUCER:	Joan Harrison
ASSOCIATE PRODUCER:	Norman Lloyd
DIRECTORS:	Various (Alfred Hitchcock - premiere episode)
WRITERS:	Various: (Halsted Welles - premiere episode, adapted for TV from story by Roald Dahl)
EDITORIAL SUPERVISOR:	David J. O'Connell
FILM EDITOR:	Edward W. Williams, A. C. E.
MUSIC SUPERVISOR:	Stanley Wilson
COSTUME SUPERVISOR:	Vincent Dee
HAIR STYLIST:	Florence Bush
ORIGINATION:	Filmed at Revue Studios, Hollywood, Calif. by Shamley Productions Inc.
SPONSOR:	Lincoln-Mercury Division of the Ford Motor Company
AGENCY:	Kenyon and Eckhardt Inc.
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood); Leonard Meyers (New York)

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NBC-New York, 9/13/60

September 13, 1960

NEW 'WESTERNER' SERIES STARRING BRIAN KEITH WILL BEGIN SEPT. 30 AS FRIDAY NIGHT FEATURE ON NBC-TV NETWORK

"Westerner," a new half-hour filmed series starring Brian Keith as a cowman in the Southwest during the 1890s, will start on the NBC-TV Network Friday, Sept. 30 (8:30-9 p.m. NYT).

"Westerner" is a Four Star-Winchester Production produced in cooperation with NBC-TV, and is filmed at Republic Studios in Culver City, Calif. The series is sponsored by Beech Nut Life Savers Inc. (through Young and Rubicam Inc.), and the Warner-Lambert Products Division of the Warner-Lambert Pharmaceutical Co. (through Ted Bates & Co.).

Set along the Mexican border, the series tells the story of the solitary cowman, Dave Blassingame (Keith) whose dreams of settling down to a life of ranching and breeding quarter horses are continually postponed by the demands of frontier life.

Blassingame, though not a gregarious man, has great sympathy for the pioneers who try to settle in the raw new country. When tyrannical authority or the selfish designs of strong men threaten the welfare of the settlers, Blassingame is forced to intercede in their behalf, sometimes to his own detriment.

In his adventures, Blassingame is accompanied by a huge mongrel called Brown (the dog that portrayed "Old Yeller" in the film of the same name). Blassingame hopes, in time, to acquire a stake and to settle in the Southwest.

(more)

Brown, like his master, is sort of a tramp, with his nondescript color and background. Together they get into trouble, out of it, and back in again simply by trying to help those not as strong nor as big as they are.

Producer Sam Peckinpah is noted for his success with Westerns. He co-created and is the former head writer for "The Rifleman." He wrote 13 scripts for "Gunsmoke" during its first year on the air, and has also contributed stories to "Tales of Wells Fargo" and "Have Gun, Will Travel." During the 1956-57 season he was nominated for having the best Western by the Writer's Guild of America.

Brian Keith has appeared in films, TV and on Broadway, and starred in the "Crusader" series on TV for two years.

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NBC-New York, 9/13/60

NBC-TV NETWORK PROGRAM

FIRST 'BOB HOPE BUICK SHOW' OF SEASON WILL PRESENT PATTI PAGE, BOBBY DARIN, JOAN CRAWFORD, DEB STARS AND DAVID ROSE ORCHESTRA MONDAY NIGHT, OCT. 3

Bob Hope will present two of the nation's top singing talents, Patti Page and Bobby Darin; one of filmdom's most glamorous figures, Joan Crawford; a roster of young Hollywood beauties, the Deb Stars; and David Rose and his orchestra for the first "Bob Hope Buick Show" special of the 1960-61 season Monday, Oct. 3 (8:30-9:30 p.m. EDT) on the NBC-TV Network.

Marking the first of eight Bob Hope specials in his 11th consecutive season on NBC-TV, the accent will be on music and mirth, with the added treat of meeting some of Hollywood's future movie queens.

Miss Crawford, making one of her infrequent TV appearances, is celebrating her second guest spot on a Bob Hope show. It was on this series, in October, 1958, that Miss Crawford made an auspicious song-and-dance debut in the TV medium.

Darin, whose recordings sell in the millions and who has just completed his first dramatic TV role in NBC-TV's new "Dan Raven" series, will be paying his first visit to the Hope show.

Miss Page, who scored in two appearances on the show last season, and who since has received plaudits for dramatic acting in the movie "Elmer Gantry" and as author of a new book, will team up with Bob for a satire with an Oriental theme.

Hope welcomes Rose and his orchestra for a second season of musical arrangements and accompaniment.

The Hollywood Deb Stars, chosen from the major movie and TV producing organizations by the makeup men and hair stylists of Hollywood, will be introduced by Miss Crawford and Hope.

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NBC-New York, 9/13/60

HURRICANE (PRIMA) DONNA STEALS TELEVISION AND RADIO SHOWS AS NBC NEWS GIVES WIDE COVERAGE TO BIG BLOW'S BIG BOW

NBC News followed the destructive sweep of Hurricane Donna over a four-day period, presenting many special live and film reports on the NBC-TV Network and extensive coverage on the NBC Radio Network.

"The Texaco Huntley-Brinkley Report" Friday, Sept. 9 (6:45 p.m. EDT) carried film showing Florida preparing for Donna's blast. The hurricane's first devastating effects on Florida were shown in a 16-minute segment of a special news program Saturday, Sept. 10 (9:30 p.m. EDT).

Reports on Donna were presented Friday, Saturday and Sunday on the NBC Radio Network in hourly news broadcasts and other news programs and over WNBC-TV (New York) in bulletins and local news shows. WNBC remained on the air throughout Sunday night to broadcast developments of the hurricane's progress.

On Monday, Sept. 12, when New York felt the force of the storm, NBC News despatched three camera crews to parts of the area, operated another camera from a window of the NBC News offices in the RCA Building and stationed a radio reporter on the roof. Besides coverage in regular news programs, bulletins were carried on the NBC-TV and Radio Networks and over WNBC-TV and WNBC. Information about the hurricane, including accidents resulting from it and reports on schools, traffic tieups and general conditions, virtually blanketed WNBC's programming all day Monday.

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NBC-New York, 9/13/60

HURRICANE (PRIMA) DONNA STEALS TELEVISION AND RADIO SHOWS
AS NBC NEWS GIVES WIDE COVERAGE TO BIG BLOW'S BIG BOW

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"The Texaco Huntley-Brinkley Report" Friday, Sept. 9 (6:45 p.m. EDT) carried film showing Florida preparing for Donna's blast. The hurricane's first devastating effects on Florida were shown in a 1½-minute segment of a special news program Saturday, Sept. 10 (9:30 p.m. EDT).

Reports on Donna were presented Friday, Saturday and Sunday on the NBC Radio Network in hourly news broadcasts and other news programs and over WNBC-TV (New York) in bulletins and local news shows. WNBC remained on the air throughout Sunday night to broadcast developments of the hurricane's progress.

On Monday, Sept. 12, when New York felt the force of the storm, NBC News despatched three camera crews to parts of the area, operated another camera from a window of the NBC News offices in the RCA Building and stationed a radio reporter on the roof. Besides coverage in regular news programs, bulletins were carried on the NBC-TV and Radio Networks and over WNBC-TV and WNBC. Information about the hurricane, including accidents resulting from it and reports on schools, traffic tieups and general conditions, virtually blanketed WNBC's programming all day Monday.

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NBC-New York, 9/13/60

CREDITS FOR 'CELEBRITY GOLF' SERIES ON NBC-TV NETWORK

DATE AND TIME:	"Celebrity Golf" -- NBC-TV Network, Sundays, 5 to 5:30 p.m. NYT
PREMIERE:	Sunday, Sept. 25
OPENING SHOW:	Sam Snead versus Bob Hope
FORMAT:	A filmed, half-hour sports feature presenting top stars of showbusiness in nine holes of match-play competition against links champion Sam Snead, plus a weekly golf tip.
HOST PRO:	Sam Snead
ANNOUNCER-COMMENTATOR:	Harry Von Zell
PACKAGER:	Bob-O-Links Productions in association with NBC-TV
EXECUTIVE PRODUCER:	Norman Blackburn
DIRECTOR:	Norman McLeod
ASSOCIATE PRODUCER:	Jack Hope
WRITER:	Victor McLeod
ASSISTANT TO PRODUCER:	Larry Dean Shriver
CAMERA COORDINATOR:	Jack Willoughby
FILM EDITOR:	Harry DeOnd
PRODUCTION MANAGER:	John McKennon
ASSISTANT DIRECTOR:	Robert C. Scrivner
TECHNICAL SUPERVISOR:	Joe Novak
SPECIAL ART BACKGROUND:	Al Merryman
SOUND RECORDING:	Lawrence Aicholtz
FILMED BY:	Jerry Fairbanks Productions, Hollywood, Calif.

(more)

[illegible]

[illegible] AND TIME:	"Celebrity Golf" -- [illegible] Network, [illegible] 5 to 5:30 p.m. [illegible]
[illegible]:	[illegible], Sept. [illegible]
[illegible] SHOW:	[illegible]
[illegible]:	A filmed, half-hour [illegible] presenting two [illegible] of [illegible] in the [illegible] of match-play [illegible] [illegible] [illegible] [illegible] [illegible] golf tip.
[illegible]OST TPO:	[illegible]
[illegible]-COMMENTATOR:	[illegible]
[illegible]ACKAGER:	[illegible] with [illegible]
[illegible]ECUTIVE PRODUCER:	[illegible]
[illegible]IRECTOR:	[illegible]
[illegible]SOCIATE PRODUCER:	[illegible]
[illegible]RITER:	[illegible]
[illegible]ASSISTANT TO PRODUCER:	[illegible]
[illegible]AMERA COORDINATOR:	[illegible]
[illegible]ILM EDITOR:	[illegible]
[illegible]ODUCTION MANAGER:	[illegible]
[illegible]ISTANT DIRECTOR:	[illegible]
[illegible]ECHNICAL [illegible]:	[illegible]
[illegible]CIAL ART PACKAGING:	[illegible]
[illegible]OUND RECORDING:	[illegible]
[illegible]ILMED BY:	[illegible]

[illegible]

2 - Credits for 'Celebrity Golf'

FILMED AT:	Various golf courses around Los Angeles. Opening show at Lakeside Country Club, North Hollywood, Calif.
SPONSOR (AND AGENCY):	Kemper Insurance Companies (Clinton Frank Inc.)
NBC PRESS REPRESENTATIVES:	Doug Duitsman, Hollywood, and Bob Goldwater, New York.

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NBC-New York, 9/13/60

NBC-TV NETWORK COLORCAST SCHEDULE

For October

(NOTE: Programs listed through Oct. 29 are Eastern Daylight Time. Programs for Oct. 30 and 31 are Eastern Standard Time)

Saturday, Oct. 1

10-10:30 a.m. -- "The Shari Lewis Show," starring puppeteer Shari Lewis. (Premiere)

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - Tonight, "The Mill."

Sunday, Oct. 2

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "Winnie-the-Pooh," starring Shirley Temple.

9-10 p.m. -- "The Chevy Show" presents Roy Rogers and Dale Evans in "County Fair, U. S. A."

Monday through Friday, Oct. 3-7

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry. (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics.

10:30-11 a.m. -- "Play Your Hunch," with Merv Griffin.

11-11:30 a.m. -- "The Price Is Right," with Bill Cullen.

12:30-1 p.m. -- "It Could Be You," with Bill Leyden.

2-2:30 p.m. -- "The Jan Murray Show"

(more)

Monday through Thursday, Oct. 3-6

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Oct. 4

10-11 p.m. -- "Rivak, the Barbarian," starring Jack Palance.

NOTE: NBC-TV will colorcast the World Series baseball games. Teams and starting times will be announced. Tentative starting date for the Series is Wednesday, Oct. 5.

Wednesday, Oct. 5

8:30-9 p.m. -- "The Price Is Right" -- with Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall." Perry's guests for tonight's Fall premiere show are Fabian, Shelley Berman, Frankie Avalon and Gwen Verdon.

Thursday, Oct. 6

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Saturday, Oct. 8

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza." Tonight, "The Hopefuls."

Sunday, Oct. 9

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "Tom and Huck," starring Dan Duryea, Janet Blair, Jackie Coogan, David Ladd and Teddy Rooney.

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah's guests for her Fall premiere show are Red Skelton, Nat King Cole and Shirley Temple.

(more)

Monday through Friday, Oct. 10-14

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry. (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics.

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Oct. 10-13

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Oct. 11

10-11 p.m. -- "The Donald O'Connor Show," a variety special starring Donald O'Connor with Mitzi Gaynor.

Wednesday, Oct. 12

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 13

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Oct. 14

9-10 p.m. -- "The Bell Telephone Hour" presents "The Unforgettable Music of Vincent Youmans," starring Patrice Munsel, Janet Blair, Gretchen Wyler, Earl Wrightson, Whittemore and Lowe, Bambi Linn and Kelly Brown, Red Nichols and the Norman Luboff Choir. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Oct. 15

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects" - a new cartoon series. (Premiere)

(more)

Saturday, Oct. 15 (CONT'D)

7:30-8:30 p.m. -- "Bonanza." Tonight, "Denver McKee."

Sunday, Oct. 16

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show" presents "Love Is Funny," starring Art Linkletter, Chuck Connors, Zsa Zsa Gabor, Alan Young, Betty Garrett and Jimmie Rodgers.

Monday through Friday, Oct. 17-21

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Oct. 17-20

11:15 p.m.--1 a.m. -- "The Jack Paar Show"

Wednesday, Oct. 19

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 20

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Saturday, Oct. 22

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

(more)

5 - NBC-TV Network Colorcast Schedule for October

Sunday, Oct. 23

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show"

Monday through Friday, Oct. 24-28

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Oct. 24-27

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, Oct. 24

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents "Shangri-La," a new play-with-music based on James Hilton's novel.

Wednesday, Oct. 26

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Oct. 27

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Oct. 28

9-10 p.m. -- "The Bell Telephone Hour" presents "One Nation Indivisible," starring Robert Preston as host and narrator, Dorothy Collins, Bill Hayes, Mahalia Jackson, Peter Palmer, Jimmie Rodgers, Jo Stafford and The Dukes of Dixieland. Donald Voorhees conducts the Bell Telephone Orchestra.

(more)

6 - NBC-TV Network Colorcast Schedule for October

Saturday, Oct. 29

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Bonanza"

Sunday, Oct. 30

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show"

Monday, Oct. 31

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

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NBC-New York, 9/13/60

JACK TRACY
ROOM 320

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NBC COLOR TELEVISION NEWS

September 14, 1960

'NO PLACE LIKE HOME'

Jose Ferrer, Rosemary Clooney, Dick Van Dyke and Carol Burnett
To Star in Musical Revue Colorcast Thanksgiving Day

"No Place Like Home," a full-hour musical revue special starring Jose Ferrer, Rosemary Clooney, Dick Van Dyke and Carol Burnett, will be colorcast on the NBC-TV Network Thanksgiving Day, Thursday, Nov. 24 from 5:30 to 6:30 p.m. EST.

The light-hearted musical revue, which will examine man's attempts through the ages to make a better home for himself, will be sponsored by the Mohawk Carpet Company, through its advertising agency, Maxon, Inc.

Roger Gimbel will be the executive producer and James Elson the producer-director for "No Place Like Home," which Sidney Zelinka and Will Glickman will write. Choreography will be by Rod Alexander and music under direction of Peter Matz. Special music and lyrics for the Thanksgiving Day special will be written by Mary Rodgers and Marshall Barer, composer and librettist for the Broadway musical comedy success of last season "Once Upon a Mattress." Dick Williams will be choral conductor for the colorcast.

With songs, dances and sketches, the four stars will spoof, in friendly fashion, the foibles of man through the ages, as he has kept up with the Joneses, been taken in hand by generation after generation of determined decorators, and still emerged singing "Home Sweet Home."

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September 14, 1960

'The Campaign and the Candidates' on NBC-TV Network

INTERVIEWS-IN-DEPTH WITH NIXON, KENNEDY, JOHNSON AND LODGE, AND THEIR WIVES, WILL BE CONDUCTED BY CHET HUNTLEY AND DAVID BRINKLEY IN SATURDAY NIGHT SERIES

A series of interviews-in-depth with Presidential candidates Richard M. Nixon and John F. Kennedy, Vice Presidential candidates Lyndon Johnson and Henry Cabot Lodge, and their wives, will be presented on the NBC-TV Network as part of the Saturday night series "The Campaign and the Candidates," which starts Sept. 17 (9:30-10:30 p.m. EDT).

William R. McAndrew, Vice President, NBC News, announced that each of the four candidates has agreed to participate in the series and will be interviewed individually by NBC News correspondents Chet Huntley and David Brinkley in a wide-ranging conversation of about 40 minutes in length. Huntley and Brinkley will attempt to reveal more about the candidate than can be developed in the usual news interview.

"We expect each of these four interviews to cover a great deal of new ground and to give viewers a fuller understanding of the candidate's character, his personal philosophy, his views on the Presidency, his hopes for the future of the nation, and many other questions of the kind that viewers themselves would ask if they could sit down with the candidate," Mr. McAndrew said.

(more)

2 - 'The Campaign and the Candidates'

A full-hour program will be devoted to each of the candidates. In addition to the 40-minute conversation, a quarter-hour segment will be given over to an interview with each of the candidates' wives by Huntley and Brinkley. These interviews with the wives will include questions about their participation in the campaign, their reactions to political life and their plans if their husbands are elected.

First of the interviews will be with Mr. and Mrs. Lodge. The taped interview with Mrs. Lodge takes place in her home in Beverly, Mass., while the interview with Mr. Lodge will be taped in the NBC studios in New York. Dates for the other interviews will be announced shortly.

The four interview programs are part of the eight-program series "The Campaign and the Candidates" to be supervised by Julian Goodman, Director of News and Public Affairs. The other four programs will report on the progress of the campaigns as Election Day approaches.

The interview programs will be produced by Louis Hazam and the other four by Chet Hagan. NBC News correspondent Frank McGee will be host of all eight telecasts.

The series will be sponsored by the Longines-Wittnauer Watch Company, Inc. The purchase was made through Victor A. Bennett Company, Inc.

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NBC-New York, 9/14/60

NBC COLOR TELEVISION NEWS

September 14, 1960

HUE (COLORCASTING) AND CRY (GREETINGS ON HIS RETURN)
TO ENCOUNTER JACK PAAR ON HIS SHOW MONDAY, SEPT. 19

Jack Paar returns from a three-week vacation as "The Jack Paar Show" begins its NBC-TV Network colorcast schedule Monday, Sept. 19. The programs will be in color Mondays through Thursdays.

On Fridays, the series will present "The Best of Paar," taped highlights from previous black-and-white programs. When an adequate backlog of colorcasts is accumulated, tapes of these will be used Fridays, thereby making the full-week Paar schedule in color.

Guest roster for the week of Sept. 19 follows (11:15 p.m. to 1 a.m. EDT):

Monday, Sept. 19 -- Thomas Cronin, former butler of England's Princess Margaret's household, will make his U. S. television debut on the show. Phyllis Diller will do a comedy routine and also appear on the panel along with Hans Conried. Betty Johnson is the vocalist.

Tuesday, Sept. 20 -- Genevieve will be on the panel. Dick Haymes and his wife, Fran Jeffries, will sing and also join the panel.

Wednesday, Sept. 21 -- Alex and Marge King will be on the panel with Stanley Holloway and George S. Kaufman.

Thursday, Sept. 22 -- Peggy Cass and England's Malcolm Muggeridge, will be panelists. Earl Wrightson will sing.

Friday, Sept. 23 -- "The Best of Paar," taped highlights from the show of Aug. 9 (in black and white only), with Cliff Arquette, Dorothy Lamour, Alex King and Alice Pearce.

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September 14, 1960

'PETER LOVES MARY,' SITUATION COMEDY SERIES STARRING PETER LIND HAYES AND MARY HEALY, STARTING ON NBC-TV NETWORK IN WEDNESDAY TIME-SPOT

"Peter Loves Mary," a situation comedy series about a young showbusiness couple trying to live in two worlds -- the entertainment field and suburbia -- starring Peter Lind Hayes and Mary Healy, will have its premiere on the NBC-TV Network, Wednesday, Oct. 12 (10-10:30 p.m. NYT).

Hayes and Miss Healy (his real-life wife) have the roles of Mr. and Mrs. Peter Lindsey, whose chief problems center about dividing their time between their profession and the suburban family life they are determined to provide for their children.

Mary, who wants the proper environment for the two Lindsey children, is adamant about campaigning for PTA causes and against crabgrass. Peter is still very much interested in the life of the theatre and longs to be nearer to Lindy's.

Bea Benaderet will be seen as their housekeeper, Wilma, and Merry Martin and Gil Smith are cast as the children.

Sponsored by Procter and Gamble Company through Benton and Bowles Inc., "Peter Loves Mary" will be produced by Four Star Productions Inc., in association with Mirisch Brothers Television and Mount Tom Enterprises, Inc.

The series will be produced by Billy Friedberg, directed by Sidney Miller and written by Billy Friedberg and various others, including Terry Ryan, David Schwartz, Carroll Moore and Norman Borash.

* * *

(more)

CREDITS FOR 'PETER LOVES MARY' ON NBC-TV NETWORK

TIME:	NBC-TV Network, Wednesdays (10-10:30 p.m. NYT); premiere date: Oct. 12
STARS:	Peter Lind Hayes and Mary Healy
FEATURED PLAYERS:	Bea Benaderet, Merry Martin and Gil Smith
PRODUCER:	Billy Friedberg
DIRECTOR:	Sidney Miller
WRITERS:	Billy Friedberg and various others, including Terry Ryan, David Schwartz, Carroll Moore and Norman Borash
ASSOCIATE PRODUCER:	Eddie Rissien
SPONSOR:	Procter and Gamble Company
AGENCY:	Benton and Bowles Inc.
PRODUCED BY:	Four Star Productions Inc., in association with Mirisch Brothers Television and Mount Tom Enterprises Inc.
FILMED AT:	Studio City, Calif.
ORIGINATION:	Hollywood
NBC PRESS REPRESENTATIVES:	Kay Mulvihill (Hollywood) and Betty Lanigan (New York)

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NBC-New York, 9/14/60

September 14, 1960

'BAT MASTERSON' TO OPEN THIRD SEASON OF ADVENTURES ON NBC-TV NETWORK WITH EPISODE, 'DEBT OF HONOR'

Bat Masterson (series star Gene Barry) is arrested because he grubstaked prospector Cactus Charlie (Edgar Buchanan) in "Debt of Honor," opening episode of the third season of NBC-TV Network's "Bat Masterson" adventure series Thursday, Sept. 29 at a new time (8:30-9 p.m. EDT).

Cactus returns to town, pays off Bat with two sacks of gold, publicly declares that Bat is his partner and then disappears. Masterson learns that the gold is part of a stolen mine shipment, but he can't convince the marshal (Paul Langton) and is arrested for robbery. Then Bat makes a desperate move to prove his innocence.

* * *

CREDITS FOR NBC-TV NETWORK'S "BAT MASTERSON"

TIME:	NBC-TV Network Thursdays (8:30-9 p.m. EDT) returning for third season Sept. 29.
ORIGINAL STARTING DATE:	Oct. 8, 1958
FORMAT:	The adventures of Bat Masterson, a man who became a legend in his own time and lived in an era of violence during the robust years of the lawless American West.
SEASON'S PREMIERE EPISODE:	"Debt of Honor"
SERIES STAR:	Gene Barry as Bat Masterson

(more)

SUPPORTING CAST (PREMIERE EPISODE):	Edgar Buchanan as Cactus Charlie, Paul Langton as U. S. Marshal, Don Haggerty as Gordon Hall, Hal Baylor as Eli Fisher, Page Slattery as Marc Branden, and Jack Lester as Eddy
PRODUCERS:	Frank Pittman and Andy White
DIRECTORS:	Various (Norman Foster - Premiere Episode)
WRITERS:	Various (Barney Slater - Premiere Episode)
DIRECTOR OF PHOTOGRAPHY:	Monroe Askins
ART DIRECTORS:	Jack T. Collis and John M. Elliott
EDITORIAL SUPERVISOR:	Murray Seldeen
FILM EDITOR:	Dick Van Inger
SET DECORATOR:	Al Kegerris
ASSISTANT DIRECTOR:	Tom Connors
COSTUME SUPERVISOR:	Alan Slone
MAKEUP SUPERVISOR:	George Gray and Armand Delmar
THEME SONG:	"Bat Masterson Theme" - original music composed especially for the series.
ORIGINATION:	Filmed at ZIV-TV-U. A. Television Studios, Hollywood, Calif.
SPONSORS (AND AGENCIES):	Sealtest Foods and, on NBC-TV's West Coast stations only, by Hills Bros. Coffee. (N. W. Ayer & Son Inc. for both advertisers)
NBC PRESS REPRESENTATIVES:	Bob Bowen (Hollywood) and Al Cammann (New York)

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NBC-New York, 9/14/60

September 14, 1960

INNOCENT ENCOUNTER TRIGGERS A VOODOO MURDER IN PREMIERE EPISODE OF NEW MYSTERY SERIES, 'MICHAEL SHAYNE'

Richard Denning stars in the title role of the NBC-TV Network's new full-hour, mystery-adventure series, "Michael Shayne," which starts Friday, Sept. 30 (10-11 p.m. EDT) with "Dolls Are Deadly," a drama about an alleged voodoo murder.

Co-stars of the new series include Jerry Paris as newsman Tim Rourke; Patricia Donahue as Shayne's confidential secretary, Lucy Hamilton; Gary Clarke as her brother, Dick; and Herbert Rudley as Miami Police Chief Will Gentry.

In the premiere episode, Shayne (Denning) goes fishing on the boat of an old friend, Sylvester (Howard Caine), and Ed Wagner (Jack Albertson), a Miami vacationer who has chartered Sylvester's boat. They pull alongside a Cuban fishing craft with passenger Linda Harper (Whitney Blake). The apparently innocent encounter triggers a voodoo murder and swift action building to a surprise climax.

"Michael Shayne," based on the adventures of the fictional detective created by novelist Brett Halliday, is produced by Joseph Hoffman for Four Star Television Productions. The premiere episode is directed by Paul Stewart.

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September 14, 1960

NBC NEWS PLANS CONTINUOUS RADIO COVERAGE (AS DEVELOPMENTS WARRANT) OF UNITED NATIONS GENERAL ASSEMBLY BEGINNING TUESDAY, SEPT. 20

The United Nations General Assembly, opening Tuesday, Sept. 20, will be covered continuously, as developments warrant, on the NBC Radio Network.

The network will switch to the UN for live pickups of all major developments during the session, which will be attended by Soviet Premier Khrushchev and other Communist leaders. In addition, the meeting will be covered on all regular news programs on NBC Radio.

Special evening programs summarizing the day's events at the UN will be announced as they are scheduled.

Correspondents Leon Pearson and Bill Ryan will report from the NBC News radio booth at the UN. Ray Hasson will produce the coverage under supervision of Rex Goad, Manager, NBC News.

As previously announced, the NBC-TV Network will carry eight special programs covering the UN session.

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JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS 2-X-H

September 15, 1960

NBC COMMISSIONS GIAN CARLO MENOTTI TO WRITE ONE-HOUR OPERA FOR TELECAST IN 1961-62 SEASON

Gian Carlo Menotti has accepted a new commission to write an opera for the National Broadcasting Company, it was announced today by producer Samuel Chotzinoff.

The opera will be a one-hour work, and it is expected to be ready for production on the NBC-TV Network in the 1961-62 season of the NBC Opera Company. Menotti will write both the music and the libretto.

Agreement was reached between Menotti and Chotzinoff, and arrangements were concluded with G. Schirmer Inc., publisher for Menotti.

Menotti first was commissioned to write an opera for NBC Radio. That work, "The Old Maid and the Thief," premiered on the NBC Radio Network in 1937. "Amahl and the Night Visitors," his second NBC-commissioned opera, written especially for TV, was first given in December, 1951. Menotti's "Maria Golovin" was given its world premiere performance by the NBC Opera Company at the Brussels World Fair in 1958, and this NBC-commissioned work was presented on NBC-TV in 1959.

The 1960-61 season of the NBC Opera Company on NBC-TV will open with Menotti's beloved "Amahl and the Night Visitors" Dec. 25. The world premiere of Leonard Kastle's opera "Deseret," a story of Brigham Young, will be telecast Jan. 1. A repeat of last season's highly successful production of Beethoven's "Fidelio" will be presented Feb. 5, and a new production of Moussorgsky's "Boris Godunov" will conclude the season on March 26.

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NBC COLOR TELEVISION NEWS

September 15, 1960

ALL WORLD SERIES GAMES WILL BE COLORCAST

BY NBC-TV AND BROADCAST BY NBC RADIO

- - -

General Motors and Gillette Co-Sponsor Network Coverage

All World Series games again will be televised in color when the NBC Television Network covers baseball's Fall classic for the 14th straight year, starting Wednesday, Oct. 5. The games also will be broadcast by the NBC Radio Network.

The television and radio coverage will be co-sponsored by the General Motors Corporation and Gillette Safety Razor Company. Respective agencies are McCann-Erickson Inc. and Maxon Inc.

With the Pittsburgh Pirates holding a comfortable lead in the National League and the New York Yankees and Baltimore Orioles running one-two in the American League, there is a strong possibility that the 1960 World Series will be an all-Eastern time zone affair -- the first since the 1956 battle between the Yankees and the Brooklyn Dodgers.

The Series opens in the park of the National League champion. If the Pirates win, as expected, Pittsburgh's Forbes Field would be the site of the first and second games on Wednesday and Thursday, Oct. 5 and 6, and games six and seven, if they are needed to decide the best-four-of-seven competition, on Wednesday and Thursday, Oct. 12 and 13.

(more)

Games three, four and (if necessary) five will be played Saturday, Sunday and Monday, Oct. 8, 9 and 10 in the American League park -- either New York's Yankee Stadium, Baltimore's Memorial Stadium or the Chicago White Sox' Comiskey Park.

The Series schedule calls for open dates on Oct. 7, between games 2-3, and on Oct. 11, between games 5-6.

Games will begin at 1 p.m. local time, except that a Sunday contest in either New York or Baltimore will begin at 2 p.m. NBC's television and radio coverage will start 15 minutes before game time.

Possible air times would be: For Pittsburgh -- 12:45 p.m. EDT. For New York or Baltimore -- 12:45 p.m. EDT on Oct. 8 and 10, 1:45 p.m. EDT on Sunday, Oct. 9. For Chicago -- 1:45 p.m. EDT.

NBC-TV, which began televising the World Series in 1947, first colorcast the classic in 1955 when one color mobile unit was able to cover both ends of an all-New York Series. American League games were presented in color in 1957 and 1958. Construction by RCA of a second color mobile unit permitted all of the 1959 Series in Chicago and Los Angeles to be colorcast. Both color units will be used again this year.

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NBC-New York, 9/15/60

September 15, 1960

INTERVIEWS-IN-DEPTH WITH MR. AND MRS. HENRY CABOT LODGE WILL BE ON 'THE CAMPAIGN AND THE CANDIDATES' PROGRAM OF THE NBC TELEVISION NETWORK SATURDAY, SEPT. 24

Interviews-in-depth with Republican Vice Presidential candidate Henry Cabot Lodge and his wife will be presented on the NBC-TV Network's "The Campaign and the Candidates" Saturday, Sept. 24 (9:30-10:30 p.m. EDT).

Mr. Lodge will be interviewed by Chet Huntley and David Brinkley in a 40-minute conversation in the NBC studios in New York. Mrs. Lodge will be interviewed by the NBC News correspondents in a 15-minute session to be held in her home in Beverly, Mass. Both interviews will be taped.

* * *

Mr. Lodge, former U. S. Ambassador to the United Nations, will be the guest on "Meet the Press" Sunday, Sept. 18, on the eve of the arrival of Soviet Premier Khrushchev for the UN General Assembly meeting. ("Meet the Press" is on the NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC only, 6:35 p.m. EDT).

September 15, 1960

VICE PRESIDENT NIXON AND SENATOR KENNEDY, PUTTING POLITICS ASIDE, WILL APPEAR ON "ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE!"

Presidential candidates Richard M. Nixon and John F. Kennedy, putting politics aside, will appear on "Eleanor Roosevelt's Diamond Jubilee Plus One!" in a tribute to Mrs. Roosevelt and the Cancer Research Foundation which bears her name. The special program will be telecast Friday, Oct. 7 on the NBC-TV Network (9-10 p.m. EDT).

The Vice President and the Massachusetts Senator will appear separately to deliver their messages to Mrs. Roosevelt.

Bob Hope will be host of the full-hour special. Other notables, whose appearances have been announced previously, are Mary Martin, Richard Rodgers, Mahalia Jackson, Carol Channing, Jack Benny, George Burns and Jimmy Durante.

NBC COLOR TELEVISION NEWS

September 15, 1960

POLITICS ON TV COMES IN FOR COMEDY TREATMENT WHEN TENNESSEE ERNIE GREETS GUEST GEORGE GOBEL ON PREMIERE 'FORD SHOW' COLORCAST

Tennessee Ernie Ford and his golf partner, "Lonesome" George Gobel, engage in a "great" debate, a tongue-in-cheek treatment of politics on TV, when "The Ford Show" colorcast returns to the NBC-TV Network Thursday, Sept. 22 (9:30 p.m. EDT).

"Senator" Ernie Ford and "Governor" George Gobel plan to use their guitars to help sell their platforms.

Ernie opens his fifth consecutive season as star of the show with two songs, "Together Wherever We Go" and "Let's Talk About Living." The "Top Twenty" singing group offers "Anything You Can Do" in a production number. For his closing selection, Ernie sings "My Task" from his album of hymns.

NBC COLOR TELEVISION NEWS

September 15, 1960

DOODYVILLE FOLK RECALL HIGHLIGHTS OF 13 YEARS ON SPECIAL ONE-HOUR COLORCAST CONCLUDING RUN OF 'HOWDY DOODY SHOW'

A special one-hour colorcast will mark the closing program of "The Howdy Doody Show" Saturday, Sept. 24 on the NBC-TV Network, 10 to 11 a.m. EDT. ("The Ruff and Reddy Show," usually seen at 10:30 a.m. EDT, will not be telecast this week.)

For this special telecast, highlights of the program's 13-year career will be recalled as Buffalo Bob Smith, Howdy, Clarabell (Lew Anderson), Chief Thunderthud (Bill LeCornec), Mr. Cobb (Nich Nicholson) and the others pack up before leaving Doodyville. In going through their possessions they come across items reminding them of notable programs and events -- special features, awards, trips and funny incidents -- that have occurred in the past.

Starting Oct. 1, "The Shari Lewis Show," a new half-hour colorcast series starring Shari Lewis, Emmy Award-winning children's performer, will be presented at 10 a.m. EDT.

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THE MOO WOULD BE MERRIER BUT BUM STEER FAZES PAAR IN MADRID

NBC-TV's Jack Paar met a formidable opponent Tuesday when he encountered a docile Madrid bull and emerged from the incident with two bruised ribs.

Paar, who has been vacationing abroad, became fascinated with the sport of bull-fighting in the Spanish capital. He thought it would make an interesting film sequence for "The Jack Paar Show" on the NBC-TV Network, (Mondays through Fridays, 11:15 p.m. to 1 a.m. EDT), but his opponent was to have been a kindly milk-giving cow. Cliff Arquette, who portrays Charley Weaver, was to be Paar's first assistant, but Cliff had other ideas about fighting bulls or cows.

The contest was set at a suburban ranch with cameras ready to film the battle. But when Paar entered the ring some prankster had substituted a real live bull. The bull looked at Paar and he took one look at the bull and turned and ran. He headed for a wall fence on the side of the ring and in vaulting the high barrier bruised two ribs.

"They told me afterwards that the bull was gentle," Paar said, "but he didn't look kindly at me."

Paar will jet home to New York on Sunday and will return to his network show Monday, Sept. 19 when the program starts its colorcast schedule.

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NBC-New York, 9/15/60

NBC COLOR TELEVISION NEWS

September 15, 1960

ROBERT HARTUNG TO DIRECT 'GOLDEN CHILD,' CHRISTMAS OPERA TO BE COLORCAST ON 'HALLMARK HALL OF FAME'

Robert Hartung will direct "Golden Child," the original Christmas opera to be colorcast on NBC-TV Network's "Hallmark Hall of Fame" Friday, Dec. 16 (8:30-10 p.m. EST), producer George Schaefer announced today.

Hartung is one of five Iowans prominently involved in the production. The composer, Philip Bezanson, and librettist, Paul Engle, are members of the faculty of the State University of Iowa. Scenic designer Warren Clymer is a native of Davenport and featured singer-actor David Lloyd is from Iowa City.

Hartung, who has been with the "Hallmark" series since the Fall of 1955, usually functions as Schaefer's associate producer. This will be the first production he directs for "Hallmark."

Hartung, a graduate of Cornell College, Mount Vernon, Iowa, and the Yale Drama School, spent eight years as an actor before turning to production. He appeared in, and was stage manager for, the Broadway production of "GI Hamlet," produced by Maurice Evans and directed by George Schaefer. He appeared in the City Center productions of "The Cherry Orchard," "Twelfth Night," "She Stoops to Conquer" and "The Devil's Disciple."

(more)

Hartung has been in TV for 10 years. He formerly was associate director of the "Sid Caesar Presents" series, and was stage manager and associate director on "The Hit Parade" for four years. He also directed "Beyond the Horizon" on TV, and has been stage manager of "The Voice of Firestone," "Kraft Music Hall," "Four Star Revue" and "Scott Music Hall."

In 1955, Hartung directed "Teach Me How to Cry" at the Theatre de Lys in New York City. It was at this time that Schaefer asked him to become his associate on the "Hallmark" series. Hartung was associate producer-director on the "Hallmark" productions of "The Tempest" and "The Cradle Song." He also adapted "The Little Foxes" and "Winterset" for TV.

Hartung has taught at the Irvine Studio for the Theatre, and at Cornell and Simpson Colleges.

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NBC-New York, 9/15/60

Harkness was seen on TV for 10 years. He currently was associate director of the "Old Doctor Kildare" series, and an actor manager and associate director on "The Air Force" for two years.

He also directed "Terror for Christmas" on TV, and has been stage manager of "The Voice of Firehouse," "Great Music Hall," "Bob Cummings" and "South Shore Hall."

In 1952, Harkness directed "Dance Me Not to Pray" at the Theatre de Lys in New York City. It was at this time that Bowman asked him to become his associate on the "Kildare" series. Harkness was assistant stage manager-director on the "Mr. Peach" productions of "The Tempest" and "Dan Drake Song." He also produced "The Little Clown" and "Lakeside" for TV.

Harkness has taught at the Sylvia Strasberg Studio, the Theatre Guild of Connecticut and Emerson College.

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NBC COLOR TELEVISION NEWS

September 15, 1960

CREDITS FOR 'THE BELL TELEPHONE' COLORCASTS ON NBC-TV NETWORK

Program:	"The Bell Telephone Hour"
Time:	Colorcast on alternate Fridays starting Sept. 30 over NBC-TV Network (9-10 p.m. NYT).
Format:	A program of music and dance including classical, popular, folk and show music. Weekly guest stars. The Bell Telephone Orchestra of 57 men, conducted by Donald Voorhees.
Executive Producer:	Barry Wood
Producers:	Clark Jones, Bill Hobin, Fred Heider, Burt Shevelove and Sid Smith.
Writers:	Gordon Cotler, Draper Lewis, Lucille Kallen, Larry Markes and Arch Oboler
Sets:	Paul Barnes
Costumes:	Saul Bolasni
Musical Director:	Donald Voorhees
Package Producer:	Henry Jaffe Enterprises
Sponsor:	The Bell System
Agency:	N. W. Ayer and Son, Inc.
Opening Program:	Stars Van Cliburn, Benny Goodman, Sally Ann Howes, Howard Keel, Melissa Hayden and Andre Eglevsky in program titled "Holiday in Music."
NBC PRESS REPRESENTATIVES:	Leonard Meyers, New York, and Jane Westover, Hollywood.

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CREDITS FOR NEW 'WESTERNER' SERIES ON NBC-TV NETWORK

Title:	"Westerner"
Time:	Fridays, 8:30 p.m. EDT
Starting date:	Friday, Sept. 30, 1960
Star:	Brian Keith
Producer:	Sam Peckinpah
Executive producer:	Hal Hudson (first six episodes)
Associate producer:	Jack Gariss
Directors:	Peckinpah, Andre de Toth, Bernard Kowalski, Elliott Silverstein
Writers:	Peckinpah, Bruce Geller, Cyril Hume, Bob Heverly and others
Production supervisor:	Jack Sonntag
Editorial supervisor:	Bernard Burton
Supervising art director:	Bill Ross
Music by:	Hershel Burke Gilbert
Director of photography:	Lucien Ballard (first episode), then Various
Production manager:	Norman Powell
Assistant director:	Mike Salamunovich (first episode), then Various
Edited by:	Sherman Todd " " "
Art director:	John Van Tamelen " " "
Set decorator:	Robert Bradfield " " "
Makeup artist:	Louis Hippe " " "

(more)

CREDITS FOR NFW 'WESTERNER' SERIES ON NBC-TV NETWORK

...tle:	"Westerner"
...mo:	Fridays, 6:30 p.m. MDT
...arting date:	Friday, Sept. 30, 1960
...ar:	Brian Keith
...oducer:	Sam Peckinpah
...mentive producer:	Mad Hudson (first six episodes)
...sociate producer:	Jack Garfiss
...rectors:	Peckinpah, Andre de Toth, Barnard Kowalski, Elliott Silverstein
...riters:	Peckinpah, Bruce Collier, Cyril Hume, Bob Haverly and others
...oduction supervisor:	Jack Schnetag
...itorial supervisor:	Bernard Burton
...pervising and director:	Bill Hoad
...ate by:	Barnabel Burke Gilbert
...irector of photography:	Lucien Ballard (first episode), then various
...oduction manager:	Norman Powell
...sistant director:	Mike Salamanovich (first episode), then various
...ited by:	Sherman Todd " " "
...t director:	John Van Tamelen " " "
...t operator:	Robert Brodfield " " "
...ng artist:	Louis Nippe " " "

(more)

2 - Credits for 'Westerner'

Format:	Brian Keith portrays a footloose cowboy in the Southwest of the 1890s in this new, half-hour Western-adventure series. As Dave Blassingame, he gets himself into trouble, and other people out of it, aided by a big furry mongrel named Brown.
Wardrobe:	Robert B. Harris
Sound:	Woodruff Clarke (first episode), then Various
Sound effects:	Norval Crutcher Jr. " " "
Music editor:	Aubrey Lind " " "
Casting:	Stalmaster-Lister Co.
Owner and trainer of Brown:	Frank Weatherwax
Sponsors:	Beech Nut Life Savers Inc.; and Warner-Lambert Products Div. of Warner-Lambert Pharmaceutical Co.
Agencies:	Young and Rubicam, Inc. for Beech Nut; Ted Bates and Co. for Warner-Lambert
NBC Press Representatives:	Doug Gordon, Hollywood; Noreen Sherlock, New York
Production company:	Four Star-Winchester in cooperation with NBC-TV
Origination:	Republic Studios, Culver City, Calif.

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NBC-New York, 9/15/60

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 16, 1960

'TODAY ON THE FARM' TO BE SATURDAY MORNING NBC-TV FEATURE

- - -

Program Designed for American Farmer and His Family Is Sponsored By Massey-Ferguson Inc.; Singer Eddy Arnold to Star

"Today on the Farm," a program keyed to the interests of the American farmer and his family -- and starring singer Eddy Arnold as host and featuring news commentator Alex Dreier -- will be presented on the NBC-TV Network Saturdays 7-7:30 a.m. in all time zones, starting Oct. 1.

The new series was announced by Stanley S. Roberts, General Manager, Advertising and Sales Promotion, of Massey-Ferguson Inc., sponsor of the program, and by David Levy, Vice President, Programs and Talent, NBC Television Network.

The order was placed for Massey-Ferguson Inc., world's largest manufacturer of tractors and self-propelled combines, through Needham, Louis and Brorby Inc., advertising agency.

"We are happy to be a part of opening a new era in farm television," Mr. Roberts said. "With NBC's strong affiliations and the type of public service program we have created with NBC, there will hardly be a rural community out of range of 'Today on the Farm'."

"The NBC Television Network welcomes this opportunity to provide specialized service to an important segment of our audience by pioneering a program of vital current interest to the American farmer," Mr. Levy stated.

(more)

The programs will offer information, news, entertainment and special features specifically designed for the farm audience. The entertainment segments of the programs will include opening and closing songs by Eddy Arnold, an RCA Victor recording artist acclaimed as one of the nation's top singers of country music, and by outstanding guest stars popular with the rural audience. NBC-TV's Ed Pierce is producer of the program.

Informative portions of the program will center on Alex Dreier, the show's news commentator, and Mal Hansen, farm editor. Dreier, NBC News correspondent in Chicago, will report international, national and regional events of interest to farmers, highlighting important farm issues. Hansen, an agricultural expert, will present information and trends that affect the income of the farmer, based on reports from the Department of Agriculture, economists and farm consultant bureaus. He will also narrate filmed visits to farm experimental stations and agricultural colleges. Both Dreier and Hansen will interview leading farm authorities who will be invited to the show.

Other "Today on the Farm" features will include the women's corner, conducted by Chicago TV personality Carmelita Pope; regional weather forecasts compiled by Irving P. Krick Associates Inc., noted weather research service; segments highlighting the activities of farm youngsters, and occasional remote pickups from county fairs, square dances, barn raisings and similar events.

The show will originate each week in Chicago. Working with Producer Ed Pierce will be David A. Englander, associate producer; Max Miller, field director; Earl Hamner, writer, and David Barnhizer, director. Joe Slattery will be the announcer.

Special theme music, "The Big Land," has been written for "Today on the Farm" by Charles Naylor and Hal Hackady.

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NBC-New York, 9/16/60

September 16, 1960

THE SAVINGS AND LOAN FOUNDATION TO SPONSOR 'THE REAL WEST,' FULL-HOUR 'PROJECT 20' DOCUMENTARY, ON THE NBC-TV NETWORK

The Savings and Loan Foundation will sponsor "The Real West," an authentic full-hour "Project 20" documentary which will tell the story of the American West from 1849 to 1900, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The program, to be presented on NBC-TV next March, will provide the first television role for Gary Cooper, who will appear on camera and will be the off-camera storyteller. His words will be drawn almost completely from diaries, town records and other authentic sources, bringing to life hundreds of authentic rare photographs from government archives and from individuals.

The program will be produced and directed by Donald B. Hyatt, NBC Director of Special Projects. Philip Reisman Jr., a TV writer and authority on the West, will write the program.

The purchase for the Savings and Loan Foundation, which represents the country's 4,000 insured savings and loan associations, was made through McCann-Erickson Inc.

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September 16, 1960

NBC RADIO AFFILIATES EXECUTIVE COMMITTEE REAFFIRMS ENTHUSIASM FOR NETWORK ACCOMPLISHMENTS SINCE START OF NEW PROGRAM FORMAT

The NBC Radio Affiliates Executive Committee yesterday reaffirmed its enthusiasm over the results which have been accomplished by the network since the initiation of its new programming format last January. In a meeting headed by George W. Harvey, Chairman of the Committee and Executive Vice President of Station WFLA, Tampa, the group unanimously endorsed the present program concept as a "workable formula for the stations, the network and the advertisers."

At the conclusion of the meeting, the committee, through Mr. Harvey, issued the following statement:

"The present program plan of the NBC Radio Network, which was launched at the beginning of 1960 with the full approval of the Executive Committee and the affiliate body, has exceeded our expectations. There can be no doubt at this point that NBC Radio, under the leadership of Bill McDaniel, enjoys the position of first place among network broadcasters in sales and ratings."

Other committee members attending the meeting were Douglas Manship (Secretary-Treasurer), President, WJBO, Baton Rouge; David M. Baltimore, President and General Manager, WBRE, Wilkes-Barre; Ralph Evans, Executive Vice President, WOC, Davenport, and WHO, Des Moines; Frank Gaither, General Manager, WSB, Atlanta; William E. Goetze, General Manager, KFSD, San Diego; William Grant, President, KOA, Denver; and Willard Schroeder, President and General Manager, WOOD, Grand Rapids.

(more)

2 - Radio Affiliates

Representing the National Broadcasting Company were Robert W. Sarnoff, Chairman of the Board; Robert E. Kintner, President; David C. Adams, Senior Executive Vice President; William K. McDaniel, Vice President in charge of the Radio Network; George A. Graham Jr., Vice President and General Manager, NBC Radio Network; Albert L. Capstaff, Vice President, Programs, NBC Radio Network; Harry Bannister, Vice President, Station Relations; William R. McAndrew, Vice President, NBC News; Thomas E. Knode, Vice President, Station Relations; and Donald Mercer, Director, Station Relations.

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NBC-New York, 9/16/60

September 16, 1960

FIVE NBC-TV CAMERAS--TWO ON A TUGBOAT, THREE ON THE WATERFRONT--
TO COVER PREMIER KHRUSHCHEV'S ARRIVAL IN N.Y. FOR U.N. ASSEMBLY

Five NBC television cameras, two on a tugboat and three on the waterfront, will cover the arrival in New York of Soviet Premier Khrushchev and leaders of Red satellite countries aboard the Russian liner Baltika Monday, Sept. 19.

Premier Khrushchev's arrival for the meeting of the United Nations General Assembly, convening the following day, will be televised for live coverage, as warranted by developments, on the NBC-TV Network.

The tugboat, carrying two cameras and a control room, will meet the Baltika near the Ambrose Lightship at the entrance to New York Harbor. The tug will then accompany the ship, televising it along the way to its berth at a pier in the East River.

Correspondent Joseph Michaels, who has just returned from a year-long assignment in Moscow, will report on the arrival of Premier Khrushchev from the deck of the tug.

Three cameras at the East River pier will televise the ship as it pulls into its berth. Frank McGee and other NBC News correspondents will report from the dockside.

The arrival time of the Baltika has not been announced. Remote telecasts of the event will be inserted, as warranted, in the NBC-TV Network programming. Tape and film coverage is planned for the same day's "NBC Special Report -- the General Assembly" (4:30-5 p.m. EDT).

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NBC COLOR TELEVISION NEWS

September 16, 1960

VICTOR BORGE TO BE GUEST STAR ON 'PLAY YOUR HUNCH' SEPT. 20 WHEN SHOW BECOMES COLORCAST SERIES

Pianist-comedian Victor Borge will be the guest star on the NBC-TV Network's "Play Your Hunch," when the Monday-through-Friday morning game show becomes a colorcast series on Tuesday, Sept. 20 (10:30-11 a.m. EDT).

Borge will offer a humorous problem for the show's contestants to solve. Other guest celebrities for the week will be announced.

"Play Your Hunch," starring Merv Griffin as emcee, is one of the two NBC-TV Monday-through-Friday daytime programs to join the network's regular colorcast schedule this month. The new "Jan Murray Show" will become a daily colorcast series beginning Wednesday, Sept. 28 (2-2:30 p.m. EDT). Currently colorcast daily are "The Price Is Right," starring Bill Cullen (11-11:30 a.m. EDT), and "It Could Be You," starring Bill Leyden (12:30-1 p.m. EDT).

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September 16, 1960

TV-LESS SOUTH SEAS AREA NEVERTHELESS 'SEES' TV

"The Equitable's Our American Heritage" has crossed 2,300 miles of ocean (and the International Date Line) to bring the award-winning NBC-TV Network series of historical dramatizations to the last remaining patch of American soil without TV facilities.

M.T. Hollingsworth, Superintendent of Education for the Government of American Samoa at Pago Pago, has estimated that "every man, woman and child" of the 20,000-population, seven-island territory "will have seen their first television programs by Thanksgiving."

The programs selected by Hollingsworth for the TV debut for one of the Pacific's last-remaining societies of pure-bred Polynesians are two of last season's critically acclaimed "Our American Heritage" productions -- "Divided We Stand," a drama of Thomas Jefferson, starring Ralph Bellamy and Arthur Kennedy; and "Shadow of a Soldier," a profile of Ulysses S. Grant, starring James Whitmore and Teresa Wright.

"The Equitable's Our American Heritage," produced by Mildred Freed Alberg and sponsored by the Equitable Life Assurance Society of the United States, premieres its 1960-61 season on Friday, Oct. 21 with a drama of the tragedy of Alexander Hamilton and Aaron Burr, entitled "Not Without Honor" and starring Arthur Kennedy as Hamilton with special guest star Ralph Bellamy as Jefferson.

(more)

The films for American Samoa were supplied, at Hollingsworth's request, by the sponsor in cooperation with its advertising agency, Foote, Cone and Belding; NBC-TV, and Mrs. Alberg's production company, Milberg Enterprises Inc.

Hollingsworth is showing the films in the schools of each island, on an island-hopping schedule, with the territory's adult population invited to attend. He declares: "We in Samoa are keenly and loyally interested in our American heritage."

The islands include Tutuila, Aunu'u, Ta'u, Olosega, Ofu, Swains and Rose. There is a radio station at Pago Pago, the capital, but, Samoa, like all of the South Pacific Polynesian group, remains without television.

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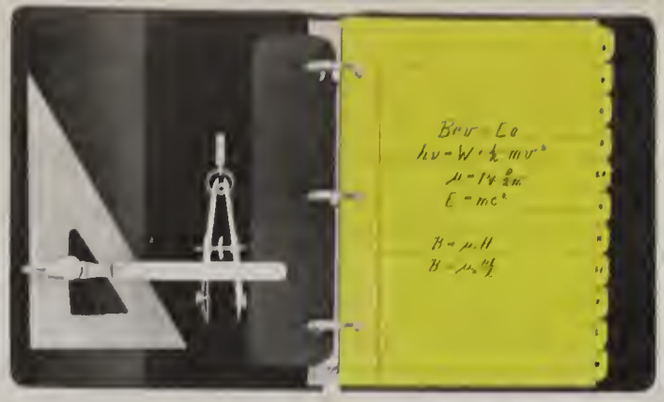
NBC-New York, 9/16/60



CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

September 16, 1960

153 STATIONS THROUGHOUT U.S. WILL CARRY COLORCAST COURSE IN 'CONTEMPORARY MATHEMATICS' ON 'CONTINENTAL CLASSROOM'

A total of 153 stations from coast to coast will carry the NBC-TV Network's new "Continental Classroom" course in Contemporary Mathematics, to be colorcast Monday through Friday at 6:30 a.m. local time starting Monday, Sept. 26.

Many of these stations will repeat last season's "Continental Classroom" course in Modern Chemistry on color TV tape recordings in the half-hour time period immediately preceding Contemporary Mathematics.

Following is a list of stations which will carry Contemporary Mathematics. Stations starred also will telecast Modern Chemistry. (NOTE: A few Educational Television Network stations (ETV) will offer the program.)

Alabama. WALA-TV*, Mobile; WSFA-TV*, Montgomery; ETV Network*, Andalusia, Birmingham and Munford.

Arizona. KVAR*, Phoenix (7-day delay).

Arkansas. KTVE*, Eldorado; KARK-TV, Little Rock.

California. KMJ-TV*, Fresno; KRCA*, Los Angeles; KCRA-TV*, Sacramento; KSBW-TV, Salinas-Monterey; KFSD-TV*, San Diego; KRON-TV*, San Francisco.

Colorado. KCSJ-TV, Colorado Springs-Pueblo; KOA-TV, Denver; KREX-TV*, Grand Junction.

(more)

Connecticut. WNNB*, Hartford-New Britain.

District of Columbia. WRC-TV*, Washington, D. C.

Florida. WESH-TV*, Daytona Beach-Orlando; WUFT (ETV), Gainesville; WJCT* (ETV), Jacksonville (7-day delay); WCKT*, Miami; WPTV*, Palm Beach; WFSU (ETV), Tallahassee (7-day delay).

Georgia. WALB-TV*, Albany; WSB-TV*, Atlanta; WTVM*, Columbus; WSAV-TV, Savannah.

Idaho. KLIX-TV, Twin Falls (14-day delay).

Illinois. WNBQ, Chicago; WEEK-TV*, Peoria; WGEM-TV*, Quincy; WICS, Springfield-Decatur; WTVO*, Rockford.

Indiana. WFIE-TV*, Evansville; WFBM-TV*, Indianapolis; WLBC-TV*, Muncie; WNDU-TV*, South Bend-Elkhart.

Iowa. WOC-TV*, Davenport; WHO-TV*, Des Moines; KQTV, Fort Dodge; KTIV*, Sioux City; KWWL-TV, Waterloo-Cedar Rapids.

Kansas. KCKT-TV, Great Bend; KOAM-TV, Pittsburg; WIBW-TV, Topeka; KARD-TV*, Wichita.

Kentucky. WLEX-TV, Lexington; WAVE-TV, Louisville; WPSD-TV, Paducah.

Louisiana. WBRZ, Baton Rouge; KPLC-TV, Lake Charles (7-day delay); WDSU-TV, New Orleans (7-day delay); WYES (ETV), New Orleans (7-day delay); KTBS-TV*, Shreveport.

Maine. WLBZ-TV*, Bangor.

Maryland. WBAL-TV*, Baltimore.

Massachusetts. WBZ-TV*, Boston; WHDH, Boston; WWLP, Springfield, Holyoke.

Michigan. WWJ-TV*, Detroit; WOOD-TV*, Grand Rapids; WILX-TV, Lansing-Onondaga; WNEM-TV, Saginaw-Bay City.

Minnesota. WDSM-TV*, Duluth; KROC-TV*, Rochester; KSTP-TV*, St. Paul-Minneapolis.

Mississippi. WLBT, Jackson; WTOK-TV*, Meridian.

Missouri. KOMU-TV, Columbia; WDAF-TV*, Kansas City; KSD-TV*, St. Louis; KYTV*, Springfield.

Montana. KGHL-TV, Billings; KRTV*, Great Falls (7-day delay); KMSO*, Missoula.

Nebraska. KHAS-TV*, Hastings-Kearney; KUON (ETV), Lincoln (7-day delay); KNOP-TV*, North Platte; KMTV*, Omaha.

(more)

Connecticut. WNHC, New Haven-Hartford; WTIC-TV*, Hartford; WTNH, New Haven; WFSB, Hartford; WTXX, Waterbury; WVIT, New Britain; WCTX, New Haven; WTHT, Hartford; WXLV, Ansonia; WVIT, New Britain; WTNH, New Haven; WTXX, Waterbury; WCTX, New Haven.

District of Columbia. WRC-TV*, Washington; WTTG, Washington.

Florida. WFTV-TV*, Orlando; WTVJ, Miami; WCKT, Miami; WTVT, Tampa; WTSP, St. Petersburg; WPTV, West Palm Beach; WTLV, Jacksonville; WJXT (Ch. 4), Jacksonville; WJCT (Ch. 7), Jacksonville; WCTV, Tallahassee; WFGC (Ch. 61), Gainesville; WCJB, Gainesville; WTVX, Fort Pierce; WTVT (Ch. 13), Tallahassee; WFLA (Ch. 8), Tampa.

Georgia. WAGA-TV, Atlanta; WGN-TV*, Atlanta; WTCG*, Atlanta; WTBS, Atlanta; WXIA-TV, Atlanta; WSB-TV*, Atlanta; WTVM, Columbus; WRBL-TV, Columbus; WMAZ-TV, Macon; WGXA, Macon; WTOC-TV, Savannah.

Idaho. KIDK-TV, Twin Falls (Ch. 3); KIDK-TV, Twin Falls (Ch. 6); KTVB, Boise.

Illinois. WGN (Channel 9), Chicago; WGN-TV*, Chicago; WGN-TV*, Chicago; WGN-TV*,

New Jersey. USSC*, Fort Monmouth (21-day delay).

New York. WINR-TV*, Binghamton; WGR-TV, Buffalo; WCNY, Carthage-Watertown; WNBC-TV*, New York; WPTZ, Plattsburg ; WROC-TV*, Rochester; WRGB*, Schenectady; WSYR-TV, Syracuse; WKTV*, Utica.

New Mexico. KOB-TV, Albuquerque; KNME (ETV), Albuquerque.

Nevada. KOLO-TV, Reno.

North Carolina. WSOC-TV, Charlotte; WITN, Washington-Greenville; WSJS-TV*, Winston-Salem-Greensboro.

North Dakota. WDAY-TV*, Fargo; KUMV, Williston.

Ohio. WLW-T, Cincinnati (1-day delay); KYW-TV, Cleveland; WLW-C, Columbus; WOSU (ETV), Columbus; WLW-D, Dayton; WFMJ-TV*, Youngstown.

Oklahoma. WKY-TV, Oklahoma City (1-day delay); KETA* (ETV), Oklahoma City (7-day delay); KVOO-TV, Tulsa; KOED* (ETV), Tulsa (7-day delay).

Oregon. KVAL-TV (Chemistry only), Eugene; KGW-TV*, Portland.

Pennsylvania. WICU-TV*, Erie; WJAC-TV*, Johnstown; WGAL-TV*, Lancaster-Harrisburg-York; WRCV-TV*, Philadelphia; WIIC, Pittsburgh; WBRE-TV*, Wilkes Barre-Scranton.

Rhode Island. WJAR-TV, Providence.

South Carolina. WUSN-TV, Charleston; WFBC-TV, Greenville-Spartanburg.

South Dakota. KRSD-TV*, Rapid City.

Tennessee. WRGP-TV*, Chattanooga; WATE-TV*, Knoxville; WMCT*, Memphis; WSM-TV, Nashville.

Texas. KRBC-TV, Abilene; KGNC-TV*, Amarillo; KTBC-TV, Austin; KPAC-TV, Beaumont-Port Arthur; KTSM-TV, El Paso; WBAP-TV*, Fort Worth-Dallas; KPRC-TV*, Houston; KCBD-TV, Lubbock; KTRE-TV, Lufkin; WOAI-TV*, San Antonio; KCEN-TV*, Temple-Waco; KRGV-TV, Weslaco.

Utah. KUTV*, Salt Lake City; KUED (ETV), Salt Lake City.

Virginia. WCYB-TV*, Bristol; WAVY-TV*, Norfolk; WXEX-TV, Richmond-Petersburg; WSLS-TV*, Roanoke.

Washington. KING-TV*, Seattle-Tacoma; KHQ-TV, Spokane.

West Virginia. WHIS-TV*, Bluefield; WSAZ-TV, Huntington-Charleston; WTRF-TV*, Wheeling.

(more)

Wisconsin. WEAU-TV*, Eau Claire; WFRV-TV*, Green Bay; WMTV*, Madison; WTMJ-TV*, Milwaukee; WSAU-TV*, Wonsau (14-day delay).

Wyoming. KTWO-TV, Casper.

The first semester of the college-level course will be devoted to Modern Algebra, the second to Probability and Statistics. The first term's teachers will be Dr. John L. Kelley, head of the mathematics department at the University of California at Berkeley, and Dr. Julius Hlavaty, head of the mathematics department at DeWitt Clinton High School, New York City. Dr. Kelley will teach the mathematical content of the course Mondays, Wednesdays, and Fridays. Dr. Hlavaty will teach sessions designed especially for teachers on Tuesdays. They will instruct jointly on Thursdays.

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NBC-New York, 9/16/60

PROGRAM CHANGE

'THE INN OF THE FLYING DRAGON' TO BE TELECAST OCT. 18 ON 'DOW HOUR OF GREAT MYSTERIES'

"The Inn of the Flying Dragon," a tale of suspense and romance, will be presented as the third "Dow Hour of Great Mysteries" Tuesday, Oct. 18 on the NBC-TV Network (10-11 p.m. EDT). The teleplay was written by Sheldon Reynolds, well known as producer of "Foreign Intrigue" and "Sherlock Holmes." It is based on the story by the Irish writer, Joseph Sheridan LeFanu.

"The Inn of the Flying Dragon" will be telecast in place of "The Suicide Club," previously announced for Oct. 18.

The "Dow Hour of Great Mysteries" is a Robert Saudek Associates presentation. Joseph N. Welch is program host.

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RALPH EDWARDS HONORED AT TV ACADEMY'S CHICAGO MEETING

Ralph Edwards will be guest of honor at a special meeting of the Academy of Television Arts and Sciences in Chicago Tuesday, Sept. 20. Presiding over the meeting will be Chicago Chapter President Irv Kupcinet. Edwards is on a coast-to-coast tour heralding his "This Is Your Life" program, which returns to the NBC-TV Network for its ninth consecutive year (on a new day and at a new time) starting Sunday, Sept. 25 (10:30-11 p.m. NYT).

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NBC-New York, 9/16/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Sept. 25-Oct. 1 (All Times EDT)

Sunday, Sept. 25

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "Kim," starring Michael Rennie and Tony Haig.

9-10 p.m. -- "The Chevy Mystery Show" - Vincent Price is host.

CORRECTION:

"The Jan Murray Show" (telecast Mondays through Fridays at 2 p.m.), previously scheduled to become a colorcast series on Monday, Sept. 26, will not start colorcasts until Wednesday, Sept. 28.

Monday through Friday, Sept. 26-30

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry.

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics.

10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is emcee.

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You"

Monday through Thursday, Sept. 26-29

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday through Friday, Sept. 28-30

2-2:30 p.m. -- "The Jan Murray Show"

Wednesday, Sept. 28

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen is emcee.

(more)

Wednesday, Sept. 28 (CONT'D)

10-11 p.m. -- "Astaire Time," starring Fred Astaire, with Barrie Chase, David Rose and His Orchestra, Count Basie and His Band with Joe Williams and The Hermes Pan Dancers.

Thursday, Sept. 29

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie, with tonight's guest Eve Arden.

Friday, Sept. 30

9-10 p.m. -- "The Bell Telephone Hour" presents "Holiday in Music," starring Van Cliburn, Benny Goodman, Sally Ann Howes, Howard Keel, Melissa Hayden and Andre Eglevsky. (Premiere)

Saturday, Oct. 1

10-10:30 a.m. -- "The Shari Lewis Show" (Premiere)

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Mill."

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NBC-New York, 9/16/60

- NBC-TV Network Colorcast Schedule

Tuesday, Sept. 26 (CONT'D)

10-11 a.m. -- "Adelaide Flow," starring Fred Astaire with Marcia Chase, David Rose and his Orchestra, Dennis Davis and his Band with Joe Williams and The Hermes Fan Canners.

Sunday, Sept. 27

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie, with Monique's guest Eve Arden.

Friday, Sept. 30

9-10 p.m. -- "The Bell Telephone Hour" presents "Holiday in Music," starring Van Cliburn, Percy Goodman, Jolly Ann Rowes, Sonart Keel, Melissa Hayden and Andre Kalevsky. (Premiere)

Saturday, Oct. 1

10-10:30 a.m. -- "The Quart Dewey Show" (Premiere)

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - Monique, "The Mill."

NBC-New York 9/15/60

JACK TRACY
ROOM 320

September 19, 1960

NBC NEWS COVERS KHRUSHCHEV'S ARRIVAL IN NEW YORK AND OTHER MAJOR DEVELOPMENTS PRECEDING START OF UNITED NATIONS GENERAL ASSEMBLY SESSION

NBC News covered the arrival of Soviet Premier Khrushchev in New York, and other developments preliminary to the opening of the 15th General Assembly of the United Nations, in two hours and 15 minutes of special programming on the NBC-TV Network this morning (Monday, Sept. 19 EDT).

In addition to the prepared speeches of Mr. Khrushchev and other leaders of Communist bloc countries, NBC presented a taped interview with Ambassador James J. Wadsworth, U. S. Representative to the United Nations. Ambassador Wadsworth told NBC News correspondent Frank Bourgholtzer that the United States was prepared to handle any situation the UN meeting might produce. He said that a forum of this size, with so many government leaders attending, was an open invitation to propaganda and that it was impossible to expect any serious negotiations, although some good ideas might arise from the various speeches. He said he felt the Russians had not made much headway in their intentions to force a Summit meeting.

This morning's coverage began with special inserts in "The Dave Garroway Today Show" between 7 and 9 a.m. These included live coverage of the Soviet liner Baltika in transit in the East River, and crowds waiting for the ship to dock at Pier 73. NBC's cameras caught the action from a tugboat accompanying the liner and from the dock.

(more)

Paul Cunningham, Special Projects editor for "The Dave Garroway Today Show," and NBC News correspondent Joseph Michaels described the event from aboard the tug, and NBC News correspondent John Rich did the commentary from the pier.

"Today" also presented a taped discussion on the Congo crisis by Dave Garroway; Rich, who just returned from a two month's assignment in the Congo, and Bourgholtzer. More than 45 minutes of "Today" programming was devoted to the live coverage of Mr. Khrushchev's arrival and the Congo discussion.

NBC News presented special television coverage from 9 to 10:30 a.m. (EDT), including Khrushchev's party disembarking from the liner, speeches at the pier and the departure for the headquarters of the Soviet Mission to the United Nations on Park Avenue at 68th Street. NBC News correspondent Joseph C. Harsch described the scene at the Soviet building, where police kept crowds back. Frank McGee was anchorman of this special coverage in which the interview with U. S. Ambassador Wadsworth was a feature.

This afternoon (Sept. 19) from 4:30 to 5 p.m. EDT, "NBC Special Report--the General Assembly" will cover the day's events on the eve of the opening of the General Assembly. The program will show reaction to Khrushchev's arrival and the arrivals of other world leaders -- Communist, neutralist and Western. There will be reports by correspondents, and coverage by eight film camera crews and five live camera teams deployed around the city.

The "Texaco Huntley-Brinkley Report" today (Sept. 19) at 6:45 p.m. EDT also will present late developments surrounding the UN meeting.

(more)

The opening of the General Assembly will be covered in another "NBC Special Report--the General Assembly" on Tuesday, Sept. 20 (8:30 to 9 p.m. EDT). "The Dave Garroway Today Show" (7-9 a.m. EDT) will preview the UN session Tuesday, Sept. 20, and will present highlights of the first session on Wednesday, Sept. 21.

On Sunday, Sept. 18, "NBC Special Report--the General Assembly" summarized the background of the General Assembly meeting. NBC News correspondent Pauline Frederick interviewed U. S. Ambassador Wadsworth, and correspondents Harsch, Rich, Bourgholtzer and Wilson Hall took part in the discussion. Frank McGee was anchorman. The program included coverage of Fidel Castro's arrival, an anti-Castro motorcade, and an examination of other plans to protest the arrival of Communist leaders.

This NBC-TV Network telecast followed more than 90 minutes of special programming over WNBC-TV on the current emergency meeting of the General Assembly to discuss the Congo situation.

* * *

"Meet the Press" on Sept. 18 (6-6:30 p.m. EDT) presented an interview with Henry Cabot Lodge.

NBC News' special weekend programming also included "The Campaign and the Candidates," a full-hour telecast Saturday, Sept. 17 (9:30-10:30 p.m. EDT) in which the position of the Republican and Democratic Presidential candidates on the major issues in the 1960 election was examined. Film segments compared the progress of the four top nominees on their campaign tours.

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NBC-New York, 9/19/60

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 19, 1960

JAMES J. WADSWORTH, NEW U.S. REPRESENTATIVE
TO UNITED NATIONS, WILL 'MEET THE PRESS'

Ambassador James J. Wadsworth, new U.S. Representative to the United Nations, will be the guest on "Meet the Press" Sunday, Sept. 25 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT).

He will be interviewed by a panel including Pauline Frederick of NBC News, Stewart Hensley of United Press International and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the program, which will originate live in New York.

Department, Room 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 19, 1960

NBC NEWS FORMS SEPARATE STAFFS FOR SWIFT COVERAGE OF RETURNS
IN NBC ELECTION CENTRAL, MOST ELABORATE INFORMATION
COLLECTION AND REPORTING SYSTEM EVER DEVISED

NBC News is forming two separate staffs to cover the 1960 elections.

William R. McAndrew, Vice President, NBC News, said one staff will have the sole function of gathering, verifying and posting election returns with record speed. The other, he said, will present the swiftly changing election developments on the NBC Television and Radio Networks.

"We won't let the mechanics of production interrupt or slow down the flow of returns," Mr. McAndrew said. "The figures will be posted on our election boards as quickly as they are received and checked for accuracy. It will be television's job -- and radio's -- to keep up with them."

(more)

'ASTAIRE TIME'

Wednesday, Sept. 28 is a date to remember -- for the all-new, full-hour "Astaire Time" colorcast on the NBC-TV Network (10 p.m. EDT) starring Fred Astaire with Barrie Chase, jazz band leader Count Basie with singer Joe Williams, and David Rose and his orchestra.

2 - NBC Central

The 1960 NBC Election Central -- headquarters for the nation-wide Election Night coverage -- is the most elaborate information collection and reporting system ever devised. To facilitate the two separate but simultaneous operations, NBC Election Central has been designed on two levels. Studio 8-H, the largest NBC studio in New York's Rockefeller Center, virtually will be divided into an upper and lower floor by a series of large platforms.

On the upper level, Chet Huntley and David Brinkley, NBC's Emmy Award-winning commentators, and a team of regional reporters will chart and interpret the progress of the election races. Working below them, more than 150 news editors, analysts, writers and clerical assistants will compile the returns and assemble the supplementary data needed for a comprehensive picture of the political situation.

NBC's TV cameras also will operate from platforms, allowing the newsmen on the floor to move about freely without getting into camera range.

The 1960 Election Central was designed by Jack Sughrue, who will be associate producer and director of the election coverage on television. Reuven Frank will be producer of the coverage.

Returns will be posted electrically on five curved panels, arranged in bays. Regional boards will present state-by-state results in the East, South, Midwest and West.

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NBC-New York, 9/19/60

NBC COLOR TELEVISION NEWS

September 19, 1960

"PERRY COMO'S KRAFT MUSIC HALL" RETURNS OCT. 5

Roster of Top Performers as Guests, and Return of Goodman Ace As Chief Writer, Highlight New Season of Como Colorcasts

Perry Como will highlight his sixth year of full-hour NBC-TV shows with a season's roster of top-name guest stars and an expanded production staff, spearheaded by the return of Goodman Ace as his chief writer. The colorcasts of "Perry Como's Kraft Music Hall" will resume Wednesday, Oct. 5 (9 to 10 p.m. EDT).

The series, which is produced by Roncom TV Productions, will continue under sponsorship of Kraft Foods Division of National Dairy Products Corporation. J. Walter Thompson Company is the agency for Kraft.

Como's guest stars for his season's premiere Oct. 5 will be comedian Shelley Berman, teenagers' singing favorites Fabian and Frankie Avalon, and Johnny Borden, 11-year-old singer of the Broadway hit musical "Bye Bye Birdie." Other guests who will appear during the 1960-61 season, on dates to be announced, include Sid Caesar, Keely Smith, Andy Williams, Jane Powell, Thelma Ritter, Rosemary Clooney, Ginger Rogers, Della Reese, Alan King, the Crosby Brothers, Bob Hope, Anne Bancroft, Barrie Chase, Judy Holliday and Steve Lawrence.

"Perry Como's Kraft Music Hall" series will be produced by Nick Vanoff, whose production credits include the Bing Crosby specials,

(more)

the Summer "Dave King Show" series and the assignment as associate producer of the Steve Allen show for three years. The director will be Dwight Hemion, who served in the same capacity on the Steve Allen show and others. Peter Gennaro will be choreographer and also will be spotlighted as guest dancer on several of the shows. Gennaro, who choreographed the Pulitzer Prize-winning "Fiorello" on Broadway, will start on the Como show after Nov. 1 because of his current assignment on the Dore Schary-Meredith Willson show, "Mrs. Brown," for the Theatre Guild. Until then, Hugh Lampert, Carol Haney's dance partner, will serve on the Como series for Gennaro.

Goodman Ace, TV's top comedy scripter, left Como's staff last season because of other commitments after serving as the singing star's head writer for four years. Ace's staff for the 1960-61 season will include Jay Burton, Selma Diamond, Frank Peppiatt and John Aylesworth. Burton has written for many radio and TV comedy shows, including working with Ace on the Como show for four years, the Milton Berle TV show for several seasons and "The Big Party" last year. Miss Diamond, whose radio-TV credits are numerous, also worked previously with Ace for Berle, "The Big Party" and NBC-Radio's, "The Big Show." Canadians Peppiatt and Aylesworth have worked together and separately on many Canadian and American programs.

Mitchell Ayres as music director, Ray Charles as choral director, Frank Gallop as narrator and Henry Howard as associate producer are returning for their sixth season with Como.

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NBC-New York, 9/19/60

NBC COLOR TELEVISION NEWS

September 19, 1960

MARISA PAVAN TO STAR IN 'SHANGRI-LA' ON 'HALL OF FAME'

Marisa Pavan has been signed to star in "Shangri-La," the new play-with-music which opens the 1960-61 season of the NBC-TV Network's "Hallmark Hall of Fame" colorcasts Monday, Oct. 24 (9:30 to 11 p.m. EDT), it was announced today by producer-director George Schaefer.

Miss Pavan will portray Lo-Tsen, the beautiful young girl who falls in love with the British diplomat in this 90-minute production based on James Hilton's novel, "Lost Horizon." Her film credits include "John Paul Jones," "Solomon and Sheba" and "The Man in the Grey Flannel Suit." She was nominated for an Academy Award for her performance in "The Rose Tattoo." On television, she has appeared on "Playhouse 90," "Omnibus" and "Desilu Playhouse."

"Shangri-La" is the work of Jerome Lawrence and Robert E. Lee, with music by Harry Warren. It is the story of a British diplomat who is kidnaped and taken to the Valley of Shangri-La, high in the Himalayas, where he is tempted with an offer to replace the High Lama. The crux of the play is his dilemma -- whether to remain in Shangri-La, where the inhabitants seem ageless and where he finds love, or to return to his unfinished duties in his homeland.

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NBC COLOR TELEVISION NEWS

September 19, 1960

"HOLIDAY IN MUSIC"

All-Star Cast on New Season's "Bell Telephone Hour" Premiere To Provide Music and Dance Specialties Friday, Sept. 30

An all-star cast will open the "Bell Telephone Hour" color-cast series for 1960-61 with a program of music and dance titled "Holiday in Music" Friday, Sept. 30, on the NBC-TV Network (9 to 10 p.m. EDT). Benny Goodman, Van Cliburn, Sally Ann Howes, Howard Keel, Melissa Hayden and Andre Eglevsky are the headliners. Donald Voorhees conducts the 57-piece Bell Orchestra.

The opening segment of the program will be devoted to songs from musicals, as presented in Summer theatres throughout the nation. Miss Howes and Keel will sing "Over the Rainbow," "Stout Hearted Men," "Tonight," "What's the Use of Wondering?" "Some Enchanted Evening" and "Heart."

Summer festivals feature outstanding dance items like the excerpts from "The Sleeping Beauty Ballet" with Tchaikovsky's enchanting score which will be performed next. Several variations and the breathtaking Rose Adagio will be danced by Miss Hayden and Eglevsky, with Michael Lland, Francisco Moncion and Conrad Ludlow.

The many jazz festivals which take place during the Summer will be represented by a segment with Goodman, "King of Swing" and his

(more)

new band formed this Summer, including Red Norvo and vocalist Maria Marshall. Their numbers will include "Strike Up the Band," "The World Is Waiting for the Sunrise," "Waiting for the Robert E. Lee" and "I Want to Be Happy."

Classical Summer music festivals, which have multiplied greatly in recent years, will be saluted by Cliburn, playing the second movement of the "Concerto No. 2 in B-Flat" by Brahms, accompanied by the Bell Orchestra. This will be preceded by a solo performance by Cliburn of Schumann's song "Widmung" ("Dedication") as arranged for piano by Franz Liszt.

This colorcast is the first of 15 which will be presented on alternate Friday evenings on the NBC-TV Network. They are productions of Henry Jaffe Enterprises. Barry Wood is series executive producer and Clark Jones is producer of the opening show. Sets are designed by Paul Barnes and costumes by Saul Bolasni.

The series is sponsored by the Bell System. N. W. Ayer and Son, Inc., is the advertising agency.

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NBC-New York, 9/19/60

September 19, 1960

MICKEY ROONEY--FOR SECOND YEAR--IS GUEST STAR OF "WAGON TRAIN"
PREMIERE EPISODE: HE'LL PORTRAY SAME NEWSPAPERMAN CHARACTER

Mickey Rooney, as guest star, helps open the 1960-61 season of "Wagon Train" on the NBC-TV Network Wednesday, Sept. 28, when he joins permanent stars Ward Bond and Robert Horton in "Wagons, Ho!" (7:30-8:30 p.m. NYT).

Rooney appears as Sam Evans, the brash young newspaperman he portrayed in the 1959-60 season's opening program of the same full-hour series.

While preparing to return East from San Francisco, Major Seth Adams (Bond) and his scout, Flint McCullough (Horton) meet Sam Evans (Rooney), a newspaperman who shows them the book he has written about last year's journey from Missouri to the West Coast.

Evans, who learned the hard way to adjust to wagon train life during the trip, recounts the humorous and near-tragic events (seen in flashback sequences) of the cross-country trip.

CAST AND CREDITS FOR "THE EQUITABLE'S OUR AMERICAN HERITAGE"
TELECAST OF "NOT WITHOUT HONOR" ON THE NBC-TV NETWORK
FRIDAY, OCT. 21 (7:30-8:30 P.M. EDT)

THE EQUITABLE'S OUR AMERICAN HERITAGE

Presents

Special Guest Star

ARTHUR KENNEDY RALPH BELLAMY

In

"NOT WITHOUT HONOR"

By

ERNEST KINOY

Also Starring

RODDY McDOWALL

ROBERT EMHARDT

JOHN COLICOS

and

HOWARD ST. JOHN

HOST AND NARRATOR.....Lowell Thomas

ART DIRECTOR.....Duane McKinney

COSTUMES BY.....George Sullivan

ASSOCIATE PRODUCER.....Berenice Weiler

ASSOCIATE PRODUCER-EDITOR.....James Lee

Directed By

ALEX SEGAL

Produced By

MILDRED FREED ALBERG

* * *

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Directed By

ALEX SEGAL

Produced By

MILDRED FRIED ALBERTS

* * *

(more)

A MILBERG PRODUCTION

With the

EDITORS OF

AMERICAN HERITAGE MAGAZINE

* * *

CAST PRINCIPALS

ARTHUR KENNEDY

as Alexander Hamilton

RALPH BELLAMY

as Thomas Jefferson

RODDY McDOWALL

as Phillip Hamilton

ROBERT EMHARDT

as Col. Peter Gansevoort

JOHN COLICOS

as Aaron Burr

HOWARD ST. JOHN

as George Washington

LORI MARCH.....as Elizabeth Hamilton

WALTER KLAVUN.....as William Bayard

PETER VON ZERNECK.....as Albert Gallatin

MARK LENARD.....as William Van Ness

JOHN D. SEYMOUR.....as Dr. David Hosack

JARED REED.....as the Balladeer

GEORGE EBELING.....as the Tammany Man

* * *

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ADDITIONAL CREDITS

CASTING DIRECTOR:	Tom H. Sand
UNIT MANAGER:	Harry A. Murray
TECHNICAL DIRECTOR:	Ted Miller
ASSOCIATE DIRECTOR:	Steve Bates
PRODUCTION ASSISTANT:	Barbara Isaacs
MUSIC SELECTION AND DIRECTION:	Bern Meyer
MAKEUP:	Robert Jiras
LIGHTING:	Bob Barry
AUDIO:	Dennis Maitland
VIDEO:	Louis Leger
STAGE MANAGERS:	Dan Ordragren and Fred Pollard

* * *

SPONSOR:	The Equitable Life Assurance Society of the United States
AGENCY:	Foote, Cone and Belding
ORIGINATION:	NBC, New York, on tape
NBC PRESS REPRESENTATIVE:	Charlie Gregg, New York

* * *

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3 - Credits for 'Not Without Honor'

ADDITIONAL CREDITS

CASTING DIRECTOR:	Tom H. Ford
UNIT MANAGER:	Harry A. Harvey
TECHNICAL DIRECTOR:	Ted Miller
ASSOCIATE DIRECTOR:	Steve Sakes
PRODUCTION ASSISTANT:	Barbara Isaacs
MUSIC SELECTION AND DIRECTION:	Bud Hayes
MAKEUP:	Robert Jiras
LIGHTING:	Bud Harry
AUDIO:	Dennis Whitland
VIDEO:	Lodie Lager
STAGE MANAGERS:	Ian Cronogren and Fred Poliado

* * *

SPONSOR:	The Equitable Life Assurance Society of the United States
AGENCY:	Foote, Cone and Belding
ORIGINATION:	NBC, New York, Los Angeles
NBC PRESS REPRESENTATIVE:	Charlie Grumy, New York

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ANNIVERSARY

"Not Without Honor," a drama of the last years in the life of Alexander Hamilton, marks the first anniversary presentation on NBC-TV of the award-winning "The Equitable's Our American Heritage" series of historically-authentic dramatizations. Great Americans honored by the series last season included Thomas Jefferson, Eli Whitney, John Charles Fremont, Ulysses S. Grant, Oliver Wendell Holmes Jr. and Andrew Carnegie. "Not Without Honor" also marks the return to "The Equitable's Our American Heritage" of four performers playing the same roles they had in the premiere of the series on Oct. 18, 1959. Then -- in "Divided We Stand," telling how Thomas Jefferson founded the two-party system -- as now, Arthur Kennedy portrayed Hamilton, Ralph Bellamy starred as Jefferson, and Howard St. John and Lori March had the roles of George Washington and Elizabeth Hamilton, respectively.

BACKGROUND

Alexander Hamilton, the illegitimate son of a British West Indies planter, became the undisputed leader of the Federalist Party during and after the American Revolution. The Federalists, party of Washington and John Adams as well as Hamilton, believed in a strong, central national government favorable to the business and banking interests of the new nation. The party, representing the old, Colonial

(more)

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(more)

aristocracy, was not a popular cause in contrast to Jefferson's Democrat-Republicans who spoke for the masses -- the farmers, pioneers and apprentices -- and despised what Jefferson called "the aristocracy of wealth." The Federalists ceased as a power with the defeat of their candidate, Adams, backed by Hamilton, at the hands of a Jefferson and Aaron Burr coalition in the Presidential election of 1800 -- and ceased to exist following the death of Hamilton in 1804 in a duel with Burr at Weehawken, N. J.

Hamilton has been called America's first capitalist, Burr the nation's first opportunist, Jefferson its first visionary and Washington the first peacemaker -- the only man truly capable of uniting the nation and its leaders. "Not Without Honor" tells of the basic conflicts between these four great Americans, underscoring the tragedy of Burr and Hamilton. Because of their direct political and personal antagonism, Hamilton's party and Burr's career were destroyed. Yet, even Jefferson, Hamilton's arch-political foe, recognized that the truly national government Hamilton bequeathed his country made it possible for America to grow and prosper and become in the world a giant of allied yet divergent political philosophies. None of the four principals in this historically-authentic story of politics and adventure was "not without honor."

* * *

THE STORY

"Not Without Honor" opens late in 1798. France and Great Britain are at war; John Adams is President of the United States. Alexander Hamilton (Arthur Kennedy), former Secretary of the Treasury and leader of the Federalist Party -- recognizing that Adams or any

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(cont.)

other Federalist does not stand a chance to defeat Thomas Jefferson's popular Democrat-Republican movement -- visits former President George Washington (Howard St. John) at Mount Vernon urging that Washington stand again for the Presidency. Washington, declining on grounds of old age (..."these are the hands of an old man, Hamilton -- men die!") cautions Hamilton that "genius is of little use when pride isolates it from the good opinion of men." The scene switches to Monticello, the home of Jefferson (Ralph Bellamy), in January, 1800. Aaron Burr (John Colicos), bitter foe of Hamilton and leader of the Democrat-Republicans' Society of St. Tammany in New York, offers to throw the power of Tammany Hall behind Jefferson in the forthcoming election -- in exchange for the Vice Presidency under Jefferson. Subsequently, we see Hamilton in his New York home dealing with a corrupt Federalist politician of the day, Col. Peter Gansevoort (Robert Emhardt), and with his wife, Elizabeth (Lori March), and young son, Phillip (Roddy McDowall), who has brawled in a tavern over remarks made about his father by supporters of Burr. Hamilton, Phillip and Burr meet in a New York City polling place and Hamilton lets pass a harsh remark directed at him by Burr. He cautions his son: "...an interview with pistols rolls on like a juggernaut...I would not choose to throw away my life unless I had but little left to live for." Hamilton and Gansevoort clash again after Adams' defeat by Jefferson and Burr, each of whom receives 73 electoral votes and are tied for the Presidency. Gansevoort wants to throw Federalist support to Burr as the "lesser of two evils." But Hamilton -- facing the most important decision of his life -- breaks the tie in the House of Representatives by voting for Jefferson, of whom he declares: "I detest Jefferson's principles but, before God, I am aware he has them. Burr has none." Phillip is killed in a duel with one of

(more)

Burr's supporters; and the Federalists are ruined. Heart-broken and disillusioned, Hamilton accepts a challenge to a duel with Burr. Early on the misty morning of June 11, 1804, across the Hudson River at Weehawken, N. J., Hamilton and Burr face each other for the last time. Shot in the abdomen, Hamilton -- a man of peace to the end -- refuses to return Burr's fire, and dies painfully 24 hours later. Their personal enmity has finished the careers of both men.

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NBC-New York, 9/19/60

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS 2-X-H

September 20, 1960

"VICTORY," NEW NBC-TV PUBLIC AFFAIRS SERIES ON NATION'S DEFENSE ACTIVITIES, IS PLANNED FOR TELECAST IN FALL OF 1961

- - -

U. S. Department of Defense to Cooperate

"Victory," a new series of public affairs programs on our nation's defense activities -- covering space, land, sea and air -- is being planned for presentation on the NBC-TV Network beginning in the Fall of 1961, William R. McAndrew, Vice President, NBC News, announced today. It will be produced with the cooperation of the U.S. Department of Defense.

This series of weekly half-hour film programs is designed to inform the American people of their stake in the new world being shaped by the rush of military, scientific and technological developments. Special emphasis will be placed on the new concepts and the pioneering attempts of our defense effort. The series will be produced under supervision of Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs.

"We will show the preparations being made by all branches of our armed forces to cope with the hostile environment this nation faces and to extend the frontiers of scientific knowledge from which our future defenses will come," Mr. Gitlin said. "Our programs will deal with such headline-making material as the efforts to send men into space, new Army guerrilla tactics, the recovery of a missile's nose cone in mid-air, the voyage of an atomic submarine under the polar ice cap, and a new Marine Corps combat technique.

(more)

"Wherever men face new situations with new ideas in the service of our country, the NBC cameras will go -- to document the story for presentation before a nationwide audience."

Mr. Gitlin said the series will include Defense Department activities undertaken in association with other government agencies, universities and industrial firms.

Assistant Secretary of Defense Murray Snyder has assured NBC of full cooperation by the Department of Defense in this project. "My associates and I are extremely pleased that NBC plans in its series to portray the broad spectrum of Defense activities," he wrote. "Only in this way can our military achievements and the scientific and civilian benefits which derive therefrom be adequately presented to the nation. Such a series as you contemplate will perform a great national service."

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NBC-New York, 9/20/60

September 20, 1960

NBC NEWS' COVERAGE OF UN GENERAL ASSEMBLY NOW BEING SIMULCAST

The NBC-TV and NBC Radio Networks are carrying simulcasts of the special series of NBC News programs covering the 15th General Assembly of the United Nations. The series is titled "NBC Special Report -- The General Assembly."

Dates and times of the scheduled simulcasts are: Thursday, Sept. 22 -- 8:30 to 9 p.m. EDT; Friday, Sept. 23 -- 9:30 to 10 p.m. EDT, and Wednesday, Oct. 5 -- 10 to 10:30 p.m. EDT.

The first program in this series was presented on television only Sunday, Sept. 18. The second and third programs were simulcasts on NBC-TV and NBC Radio Monday, Sept. 19 and Tuesday, Sept. 20.

U.N. GENERAL ASSEMBLY IS AGAIN MAJOR SUBJECT OF 'THE DAVE GARROWAY TODAY SHOW'

The United Nations and the arrival of state leaders for the opening of the 15th General Assembly was again the subject for the major portion of NBC-TV's "The Dave Garroway Today Show" this morning (Tuesday, Sept. 20, 7-9 a.m. EDT).

Garroway opened the program from the empty assembly room at the United Nations, and was joined by Frank Bourgholtzer in previewing what would take place there later this afternoon.

In the second half-hour of the program Martin Agronsky and Bourgholtzer gave their projections for the outcome of the sessions this week, outlining political significance of the events.

Utilizing a strategically placed camera in an apartment house across from the Soviet mission's building on Park Avenue, Paul Cunningham, special projects editor of "The Dave Garroway Show," kept "Today's" audience informed of action at that location with frequent cut-ins into the program.

In an exclusive interview with Garroway, Edward Spatz owner and manager of New York's Shelburne Hotel gave his account of incidents over Cuban lodgings. In a 15-minute spot, Spatz described the situation from the time Cuban Premier Fidel Castro arrived at the Shelburne to the time he departed.

"Today" will continue its extensive live and taped coverage of the United Nations activity during the week.

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NBC-New York, 9/20/60

NBC COLOR TELEVISION NEWS

September 20, 1960

"THE SHARI LEWIS SHOW" STARTS ON NBC-TV
AS SATURDAY MORNING COLOR SERIES OCT. 1

- - -

Noted Children's (and Grownups') Entertainer to Bring Along
Her Famous Puppets and Demonstrate Her Multiple Talents

"The Shari Lewis Show," a new Saturday morning colorcast series starring Shari Lewis, versatile, Emmy Award-winning children's performer, will have its premiere on the NBC-TV Network Saturday, Oct. 1 (10-10:30 a.m. EDT).

The new series will feature Miss Lewis' extensive talents as a ventriloquist, puppeteer, storyteller, dancer, musician and magician. Appearing with Shari will be her unusual puppet personalities including Lamb Chop, an appealing, naive lamb; Charlie Horse, a snaggle-toothed, pun-loving pony; Hush Puppy, the slow-talking Southern horse; Wing Ding, a slightly mad crow, and others.

Each program will have a theme related to the interests of young children. These themes will involve Shari and her puppet characters in humorous situations, with songs, dances and other material used

(more)

AGILE ARTIST ASTAIRE

Fred Astaire's agile artistry again will be shown to TV viewers when he stars on the all-new full-hour NBC colorcast of "Astaire Time" Wednesday, Sept. 28 (10 p.m. EDT).

to tell the stories. The shows will be interspersed with a variety of features, including "do as I do" activities in which home viewers can participate.

Another element in the program will be the "animal band," which will provide the music.

An entertainer with multiple talents, Miss Lewis has appeal for adults as well as children. As a child she learned to play the piano and violin from her mother, a music teacher, and learned magic tricks from her father, an educator and amateur magician. At the age of 17 Shari perfected her skill as a ventriloquist and a year later developed her own TV show. She first won TV fame as a result of her "Shariland" and "Hi, Mom" series over WNBC-TV, NBC's New York station. In 1958 "Shariland" won an Emmy as "Best Children's Program in New York" and Shari won an Emmy as "New York's Outstanding Female Personality." The following year Shari received the same honors for "Hi, Mom." As an adult entertainer she has appeared on many nighttime programs, including Jack Paar, Arthur Murray, Perry Como and Ed Sullivan programs; "The Chevy Show" and "Keep Talking."

"The Shari Lewis Show" will originate from NBC's New York studios. It will be produced by Bob Scheerer with E. Roger Muir as the executive producer for NBC. Bob Hultgren will direct.

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NBC-New York, 9/20/60

September 20, 1960

Attention, Sports Editors

KICKOFF 1960

Champion Colts to Battle Redskins in Opening Game of Pro Football Telecasts on NBC-TV Network

The game between the National Football League champion Baltimore Colts and the Washington Redskins Sunday, Sept. 25 will kick off the weekly professional football telecasts on the NBC-TV Network this Fall (blacked out in NFL cities).

The season's opener for both teams will be played at Memorial Stadium in Baltimore. Lindsey Nelson and Frank Albert, former college and pro star, will be the gridcasters. Telecast time will be 2 p.m. EDT, five minutes before kickoff.

Coach Weeb Ewbank's Colts, winners of two successive NFL titles, are favored to make it an unprecedented three in a row. The team's stunning offense is led by record-breaking quarterback Johnny Unitas, who last year set a new one-season mark of 32 touchdown aerials while completing a total of 193 passes for 2,899 yards. His favorite target was end Ray Berry, the league's top pass receiver.

The Redskins, coached by Mike Nixon, had the second best rushing attack in the NFL last year, paced by tough runners like fullbacks John Olszewski and Don Bosseler. The passing chores are being handled by quarterbacks M. C. Reynolds and Eagle Day while Ralph Guglielmi is out with injuries.

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NBC-New York, 9/20/60

NBC COLOR TELEVISION NEWS

September 20, 1960

ETHEL MERMAN TO BE PERRY COMO'S SPECIAL GUEST
ON SEASON'S PREMIERE COLORCAST OF "MUSIC HALL"

Ethel Merman will be Perry Como's special guest for the season's premiere colorcast of "Perry Como's Kraft Music Hall" on the NBC-TV Network Wednesday, Oct. 5 (9-10 p.m. EDT).

The full-hour Como show will be taped Sept. 30 for colorcast Oct. 5, so that Miss Merman may perform her usual starring role in the hit musical, "Gypsy," on Broadway Oct. 5.

As announced previously, Como's other guests will be comedian Shelley Berman, teen-agers' singing favorites Fabian and Frankie Avalon, and Johnny Borden, 11-year-old singer featured in Broadway's "Bye Bye Birdie."

September 20, 1960

JAMES MASON TO PLAY TITLE ROLE IN "JOHN BROWN'S RAID"

James Mason will play the title role in "John Brown's Raid," a dramatization of the abolitionist's abortive war on slavery, it was announced today by producer Robert Alan Aurthur. The drama, by Robert Crean, will be presented as an NBC special telecast Tuesday, Oct. 25 (10-11 p.m. EDT).

Mason's film credits include "The Seventh Veil," "Odd Man Out," "Pandora and the Flying Dutchman," "The Man Between," "A Star Is Born," "Island in the Sun," and "North by Northwest." He made his London stage debut in 1933 in "Gallows Glorious." Last season he appeared on "Playhouse 90" in "The Hiding Place."

"John Brown's Raid" will be taped on location in Harper's Ferry, W. Va., early next month. Sidney Lumet is the director. The show will be sponsored by the Purex Corporation.

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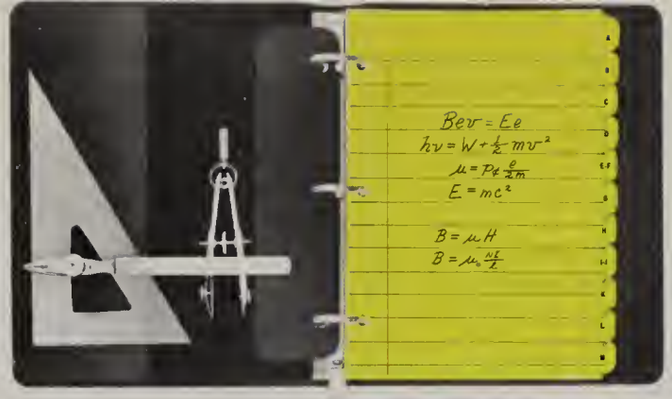

CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

September 20, 1960

SEVEN MORE STATIONS TO CARRY COLORCAST COURSE
IN CONTEMPORARY MATHEMATICS; TOTAL NOW 160

With seven additions, the total number of stations that will carry the NBC-TV Network's new "Continental Classroom" course in Contemporary Mathematics now stands at 160. The two-semester college-level course will be colorcast coast-to-coast Monday through Friday at 6:30 a.m. local time starting Monday, Sept. 26.

Following are additions to the stations line-up released in the NBC Daily News Report dated Sept. 16: WKJG-TV, Fort Wayne, Ind.; WCSH-TV, Portland, Me.; WSPD, Toledo, Ohio; WSTV, Steubenville, Ohio (14-day delay); KSOO, Sioux Falls, S. D.; WDAM-TV, Hattiesburg-Laurel, Miss.; KVAL-TV, Eugene, Ore.

Two communities will carry the course by closed circuit to their school systems: Hagerstown, Md. (14-day delay) and South Carolina Educational TV Center, Columbia, S. C. (7-day delay).

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September 20, 1960

PREMIERE WEEK OF "HERE'S HOLLYWOOD"

Eleven Showbusiness Toppers Interviewed By Dean Miller
And Joanne Jordan on Afternoon Series Sept. 26-30

Eleven top-name personalities of the entertainment world will appear on "Here's Hollywood," NBC-TV Network's new daytime show during the series premiere week, Sept. 26-30 (Monday-through-Friday, 4:30-5 p.m. NYT).

Rossano Brazzi, Connie Francis, Anthony Hall, Tab Hunter, Diana Dors, Martha Hyer, John Vivyan, Juliet Prowse, Edith Head, Barry Sullivan and Elena Verdugo are the first week's guests on the new show.

Host Dean Miller and co-host Joanne Jordan, in taped interviews will discuss such subjects as why stars chose a showbusiness career, how they attained their success, who their friends are, and what they do for entertainment.

The schedule for the week follows:

Monday, Sept. 26 -- Dean interviews screen star Rossano Brazzi at his movie colony home. Joanne surprises singer Connie Francis and MGM star Anthony Hall during their date at a miniature golf course.

Tuesday, Sept. 27 -- Dean interviews Tab Hunter, (star of his own NBC-TV show) at a riding stable. Joanne chats with British and American star Diana Dors in her home.

(more)

Wednesday, Sept. 28 -- Dean talks with actress Martha Hyer in her home. Joanne meets TV star John Vivyan at one of Hollywood's favorite restaurants.

Thursday, Sept. 29 -- Dean discusses dancing and other pertinent subjects with dancer-actress Juliet Prowse on the beach at Malibu. Joanne talks fashions and design with noted costume designer Edith Head.

Friday, Sept. 30 -- Dean meets stage, screen and TV headliner Barry Sullivan (star of NBC-TV's "Tall Man") at his home. Joanne discusses exercising and figure control with Elena Verdugo at a popular Hollywood gymnasium.

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NBC-New York, 9/20/60

COLORCAST

CAST, CREDITS AND PROGRAM DATA FOR 'ASTAIRE TIME,'
SPECIAL FULL-HOUR COLORCAST ON NBC-TV NETWORK
WEDNESDAY, SEPT. 28, 10 TO 11 P.M. EDT

With:	Fred Astaire
	Barrie Chase
	Count Basie and his Band
	Joe Williams
	The Hermes Pan Dancers
	David Rose and his Orchestra
Format:	Revue
Producer:	Fred Astaire
Director:	Greg Garrison
Choreographer and Associate Producer:	Hermes Pan
Production Coordinator:	Gil Rodin
Musical Director:	David Rose
Art Director:	Ed Stephenson
Miss Chase's gowns by:	Jean Louis
Hair Styles by:	George Masters
Unit Manager:	Dic Steele
Associate Director:	Jules Seidman
Technical Director:	Bob Jones
Lighting:	Jim Kilgore, Lou Fusari
Audio:	Bill Cole
Senior Video:	Ed Huston, Ray Olson
Makeup Supervisor:	John Chambers

(more)

CONCLUDED

GAZY, CHARGES AND PRODUCES ONCE AND FOR ALL'STATE TIME,'
SPECIAL MULTI-PURPOSE CATEGORY IN SEC-TY SERVICE
WEDNESDAY, SEPT. 30, 10 TO 12 P.M. CST

Alba:	Tom Murphy
	Merle Shaw
	Sunny Davis and his Band
	Jon Stirling
	The Young Jon Dancers
	David Cox and his Orchestra
Cowan:	Music
Groomer:	Red Ingram
Director:	Jimmy Wagstaff
Choreographer and Assistant Producer:	Donald Kun
Production Coordinator:	Eric Kohl
Studio Director:	David Gray
Art Director:	Al Thompson
Film Classic Lamp Co:	Jean Louis
Gala Style Set	George Stevens
Gary Lucken	Ole Tandy
Associate Director:	Jules Seldman
Technical Director:	Ken Stone
Lighting:	Jim Pierce, Jon Sheet
Audio:	Bill Cole
Master Video:	Ed Larson, Jay Olson
Studio Assistant:	John Thomson

(more)

2 - Cast and Credits for 'Astaire Time'

Costumes:	Grady Hunt
Production:	Ava Productions, Inc.
Sponsor (and Agency):	Chrysler Corporation (Leo Burnett Company Inc.)
NBC Press Representatives:	Rolf Gompertz (Hollywood); Al Cammann (New York)

THE PROGRAM

1. "Romeo and Juliet Overture," "Anitra's Shuffle" -- Fred Astaire, Barrie Chase, Hermes Pan Dancers, David Rose and his Orchestra.

2. Cole Porter's "Miss Otis Regrets" -- Astaire, Miss Chase, Rose orchestra.

3. "Not Now, I'll Tell You When" -- Count Basie and his Band.

4. "Sweet Georgia Brown" -- Astaire, Basie Band.

5. "Valse Triste" (Sibelius) -- Miss Chase, dancers, Rose orchestra.

6. "We Have to Dance" -- Twelve male dancers, Rose orchestra.

7. "Sheik of Araby" -- Astaire, Rose orchestra.

8. "It's a Wonderful World" -- Basie band, Joe Williams.

9. "The Blues" -- Astaire, Miss Chase, dancers, Basie band, Joe Williams.

10. Song and dance medley -- Astaire.

11. Reprise ("Anitra's Shuffle") -- Astaire, Miss Chase, dancers, Rose orchestra.

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NBC-New York, 9/20/60

- Cast and Credits for 'Astaire Time'

Costumes:	Grady Hunt
Production:	Ava Productions, Inc.
Sponsor (and Agency):	Chrysler Corporation (Ind Burnett Company Inc.)
NBC Press Representatives:	Wolf Comports (Hollywood); Al Cammon (New York)

THE PROGRAM

1. "Hoosh and Tulles Overture," "Astaire's Shuffle" -- Fred Astaire, Barrie Chase, Hermes Pan Dancers, Lionel Hope and his Orchestra.
2. Cole Porter's "Miss Otis Regrets" -- Astaire, Miss Chase, Hose Orchestra.
3. "Not Now, I'll Tell You Wow" -- Count Basie and his Band.
4. "Sweet Georgia Brown" -- Astaire, Basie Band.
5. "Valse Triste" (Libelius) -- Miss Chase, Dancers, Hose Orchestra.
6. "We Have an Dance" -- Twelve Male Dancers, Hose Orchestra.
7. "Sound of Arcos" -- Astaire, Hose Orchestra.
8. "It's a Wonderful World" -- Basie Band, Joe Williams.
9. "The Blues" -- Astaire, Miss Chase, Dancers, Basie Band, Joe Williams.
10. Song and Dance Medley -- Astaire.
11. Reprise ("Astaire's Shuffle") -- Astaire, Miss Chase, Dancers, Hose Orchestra.

NBC-New York, 9/20/54

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS 2-X-H

September 21, 1960

'CHET HUNTLEY REPORTING' RESUMES SEPT. 25

Program to Stress Coverage of Major News Developments of Weekend

"Chet Huntley Reporting" will return to the NBC-TV Network Sunday, Sept. 25 (5:30-6 p.m. EDT) with a modified format which will feature coverage of the major news developments of the weekend.

Chet Huntley, one of NBC's Emmy Award-winning commentators, will open the telecast each week by presenting the latest information on important national and international events. This segment will include film and video tape coverage of these events, and live reports from NBC News correspondents across the nation and overseas.

Although the format will remain flexible, each week's program usually will present two news features exploring topics of timely interest in greater detail.

The Sept. 25 program, opening the new season, is expected to cover late-breaking developments in the 15th session of the United Nations' General Assembly and events surrounding this meeting. A highlight will be the arrival in New York of Prime Minister Nehru of India.

(more)

FLIGHT OF ASTAIRE'S

The TV flight of Astaire's contains many steps. They will be seen in the NBC-TV Network colorcast of "Astaire Time" Wednesday, Sept. 28 (10-11 p.m. EDT). The full-hour all-new show will have many special features in addition to Fred's own dancing.

European reaction to the speeches by President Eisenhower and Soviet Premier Khrushchev before the General Assembly will be reported by a panel of NBC News correspondents in Europe. Scheduled for this discussion, which will be recorded on video tape in London, are John Chancellor, of Moscow; Edwin Newman, of Paris; Irving R. Levine, of Rome, and William Boyle, of London.

Another feature is expected to be a film report on Leopoldville in the Congo, showing how business virtually has stopped in this strife-torn city, with factories closed, homes of former Belgian residents now empty and the native population unemployed.

"Chet Huntley Reporting" is produced by Reuven Frank. Associate producer is Piers Anderton. The program will be co-sponsored by Kemper Insurance Companies and American Photocopy Equipment, Inc.

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NBC-New York, 9/21/60

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 21, 1960

NBC NEWS COVERS OPENING OF U.N. GENERAL ASSEMBLY
AND SURROUNDING EVENTS ON TV AND RADIO NETWORKS

NBC News covered the opening session of the United Nations General Assembly and surrounding events yesterday (Tuesday, Sept. 20) in 90 minutes of special programming on the NBC-TV Network and a series of special reports totaling more than that amount of time on the NBC Radio Network.

President Eisenhower's speech before the General Assembly, expected about 11 a.m. EDT tomorrow (Thursday, Sept. 22), will be carried live on the NBC-TV and Radio Networks. UN coverage Sept. 22 also will include a simulcast of the fourth program in the "NBC Special Report -- The General Assembly" series (8:30-9 p.m. EDT). Other special coverage each day will be presented on television and radio whenever developments in this critical UN meeting warrant it.

The regular NBC-TV schedule Tuesday was interrupted for a full-hour special NBC News program (4-5 p.m. EDT) which included live coverage of the address of Frederick H. Boland of Ireland, newly elected UN President, and taped segments showing the arrivals of Soviet Premier Khrushchev, Cuban Premier Castro and other government leaders at the UN.

The third program in the "NBC Special Report -- The General Assembly" series Tuesday night (8:30-9 p.m. EDT) presented highlights of the day's events. Taped segments carried excerpts of speeches by U. S. Secretary of State Herter and Soviet Foreign Minister Gromyko

(more)

welcoming the 14 new countries admitted to the UN. Khrushchev's meeting with Castro at the latter's hotel in Harlem was shown on film. (NBC Radio featured the special report as a simulcast.)

NBC News correspondent Frank McGee was anchorman for both telecasts. Other correspondents taking part in these programs included John Rich, Frank Bourgholtzer and Martin Agronsky.

On Tuesday, NBC Radio carried nine special reports ranging from four minutes to 20 minutes in addition to the simulcast. They included coverage of the meeting between Khrushchev and Castro, the traffic jam, picketing and disorders in front of the UN, the voting for the new President of the UN, the admission of the new member nations, the speeches by Herter and Gromyko and an interview by NBC's Agronsky with Khrushchev in a corridor of the UN Building.

* * *

'DAVE GARROWAY TODAY SHOW' OFFERS MANY U.N. SEGMENTS

An eyewitness account of the opening session of the General Assembly was the highlight of the extensive United Nations coverage on "The Dave Garroway Today Show" this morning (Wednesday, Sept. 21) on NBC-TV (7-9 a.m. EDT).

Garroway was in the NBC booth at the UN for the session to report on the activities which were covered during the first half hour of "Today." NBC News' correspondent Pauline Frederick also reported on the political aspects of the session during this segment.

During the 8 to 8:30 a.m. EDT part of the program "Today" presented a summary of major events involving the General Assembly and heads of state who are in New York. Taped highlights from

(more)

Tuesday's activities were used in the spot with some commentary provided by Garroway.

Joe Michaels stationed with a mobile unit at the Soviet mission's building on Park Avenue, and the show's special projects editor, Paul Cunningham, located with a second mobile unit at the Theresa Hotel in Harlem where the Cuban delegation is lodged gave reports. Michaels made two "live" cut-ins during the show and Cunningham made one.

Garroway and crew is again on hand at the UN to tape highlights for two features on the program of Thursday, Sept. 22. The features will be presented at 7:08 and 8:10 a.m. EDT, and will be followed by Paul Frederick's commentary.

Martin Agronsky will discuss the American position in the UN and predict the content and reaction from President Eisenhower's speech, which will be presented later in the afternoon.

An NBC mobile unit will be stationed at Idlewild Airport Thursday morning and "Today" will carry the President's arrival which is expected at 8:30 a.m. EDT.

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NBC-New York, 9/21/60

NBC COLOR TELEVISION NEWS

September 21, 1960

'MEET THE PRESS' NOW A COLORCAST SERIES ON NBC-TV

"Meet the Press," the news-making interview program that will soon observe its 15th year on the air, will be telecast in color on the NBC-TV Network starting Sunday, Sept. 25 (6-6:30 p.m. EDT).

The program, as previously announced, will be an interview with Ambassador James J. Wadsworth, new U.S. representative to the United Nations. The live telecast will originate in the NBC studios in New York.

"Meet the Press," a Public Affairs presentation of NBC News, began on radio in 1945 and on television in 1947. (It continues on the NBC Radio Network, except WNBC, each Sunday at 6:30 p.m. EDT; WNBC time is 6:35 p.m. EDT.)

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September 21, 1960

'THE NBC SATURDAY PROM'

Merv Griffin Will Be Host Emcee in Weekly Series Bringing Outstanding Talent to Series Devoted to Teenagers

Merv Griffin will be host and master of ceremonies for "The NBC Saturday Prom," a program of live music and entertainment devoted to the teenage audience, which will have its premiere on the NBC-TV Network Saturday, Oct. 15, 5:30 to 6 p.m. EDT. (Griffin is also host of NBC-TV's "Play Your Hunch" colorcasts.)

"The NBC Saturday Prom," featuring name bands, recording stars, instrumental combos and vocal groups, will be performed before a studio audience of teenagers assembled each week in NBC's Studio 8H in New York.

Beech Nut Life Savers Inc. will sponsor the program, through its advertising agency, Young & Rubicam Inc.

Ed Pierce, creator and producer of the program, which is a concept of the NBC Program Development Department, said, "We intend to create a truly festive atmosphere for the youngsters each Saturday here at NBC. The foremost ingredient of the show will be live, rather than recorded, music. Jan Scott has designed a wonderful prom setting, complete with a dance floor, a special bandstand and stage for the use of our guest stars, and a soft drink bar bordered by tables and chairs. Invitations will be sent to different high schools each week."

"According to Pierce, a different "name" band will be booked to appear on each program. In addition, outstanding instrumental

(more)

groups from high schools and colleges, discovered during surveys of teenage music across the nation, will appear. One such group, an outstanding jazz flute ensemble with a rhythm section, already has been invited to appear, as have several other jazz, rhythm and blues and Dixie combinations (all from within the marching bands whom producer Pierce has worked, during NBC-TV telecasts of the annual Macy's Thanksgiving Day parade).

Managers of many young recording stars have expressed enthusiasm over plans for the show. Among those who will be scheduled for early appearances are Frankie Avalon, Fabian, Conway Twitty, Neil Sedaka, Anita Bryant, Bill Black and his instrumental group, Jo Ann Campbell, Brook Benton, Brenda Lee, Santo and Johnny, Johnny and the Hurricanes, Dante and the Evergreens and many others. None of these stars will use lip synchronization in their appearances, but all will perform live.

The members of the studio audience will be seen on camera each week, as they participate in dance novelty games. In addition, the teenagers will be given an opportunity to dance, after the program has gone off the air.

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NBC-New York, 9/21/60

FOUR MORE STARS JOIN ROSTER FOR TELECAST
OF TRIBUTE TO MRS. ELEANOR ROOSEVELT

Four Hollywood stars have joined the guest roster of "Eleanor Roosevelt's Diamond Jubilee Plus One!" which will be telecast on the NBC-TV Network Friday, Oct. 7 (9-10 p.m. EDT).

Lucille Ball, Irene Dunne, Paul Newman and his wife Joanne Woodward will participate in this tribute to Mrs. Roosevelt and the Eleanor Roosevelt Cancer Research Foundation in Denver, Colo. The four stars will perform in dramatic vignettes created by Reginald Rose to explain cancer and the Foundation's work. Bob Hope is host of the program, which will feature entertainment and guest appearances by 20 notable personalities.

NBC-New York, 9/21/60

PROMINENT PLAYERS CHOSEN FOR 'SHANGRI-LA' COLORCAST

Richard Basehart, Gene Nelson, Helen Gallagher and Alice Ghostley were announced today by producer-director George Schaefer as stars for the "Hallmark Hall of Fame" opening production, "Shangri-La," to be color-cast live on the NBC-TV Network Monday, Oct. 24 (9:30 to 11 p.m. EDT).

Marisa Pavan was previously announced for a starring role as Lo-Tsen. The Jerome Lawrence-Robert E. Lee-Harry Warren teleplay-with-music is based on James Hilton's imaginative novel, "Lost Horizon," set in a land high in the Himalayas.

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NBC-New York, 9/21/60

NBC COLOR TELEVISION NEWS

September 21, 1960

ROY ROGERS AND DALE EVANS BRING SEASON'S FIRST "CHEVY SHOW" TO NBC-TV COLOR SCHEDULE WITH "COUNTY FAIR, U.S.A." OCT. 2

- - -

Noted Guests, Novelty Acts and Los Angeles Fair Highlights on Bill

"The Chevy Show" series rings up the curtain on its fun-packed 1960-61 season with a full-hour colorcast of "County Fair, U. S. A.," starring Roy Rogers and Dale Evans plus guest stars Walter Brennan and Molly Bee on the NBC-TV Network Sunday, Oct. 2 (9-10 p.m. NYT).

Backgrounding the songs, dances and sketches of the stars and their guests is the world's largest county fair, the annual Los Angeles County Fair currently drawing big crowds at Pomona, Calif.

The Fair, itself, plays sort of a king-sized co-star on "The Chevy Show" with its traditional ferris wheel, merry-go-round, blue-ribbon animals, harness races, cake-baking contests and even its open-air church services. Less traditional are such added attractions as the world's largest artificial ski jump (on green chemical "snow") and a breath-taking swaypole act in which the Three Sky Kings swap places atop swaying, 125-foot aluminum poles.

Roy is joined by Walter Brennan in a sketch at the harness races, following which Roy sings the folk song "Dan Patch." Dale and Molly team up, meanwhile, in a cake-baking sketch that leads into their duet on the tune "Sunshine Cake."

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Brennan, in the role of his TV character Amos McCoy, vies with Molly as entrants in the contest to pick the Fair's prize chicken.

Solos include Roy singing "160 Acres," Dale doing "My Love For You" and "Happy Talk" and Molly offering "The Boy Next Door."

Roy sings "160 Acres" after a swing through the Fair barns where he milks a goat, washes a 2,000-pound cow, walks an Angus bull, cards a sheep, washes and brushes some prize hogs and encourages the competing 4-H youngsters who own the animals.

One of Dale's solos is followed by the lads and lasses of the County Fair Dancers doing "The Farmer and the Cowman" number from "Oklahoma!"

Roy and Dale close the big day by conducting a brief prayer meeting on the fairground lawn. Here they sing "This Is America's Way of Life," an original number newly written by Mary Jo Rush, wife of Roy's longtime business manager, Art Rush. Their goodnight duet is "My Little Corner of the World."

Executive producer Henry Jaffe has assigned Alan Handley as producer-director of "County Fair, U. S. A.," which originates from both the Los Angeles County Fair and NBC Color City, Burbank, Calif.

CAST AND CREDITS FOR 'CHEVY SHOW' COLORCAST OF 'COUNTY FAIR, U.S.A.'

Date and Time:	NBC-TV Network colorcast, Sunday, Oct. 2 (9-10 p.m. EDT).
Stars:	Roy Rogers and Dale Evans
Guest Stars:	Walter Brennan and Molly Bee
Added Attractions:	The Three Sky Kings, Ski Jumpers, harness racers and the County Fair Dancers
Executive Producer:	Henry Jaffe

(more)

Producer-Director:	Alan Handley
Writers:	Milt Rosen, Phillip Shuken, John L. Greene
Musical Director:	Paul Weston
Choreographer:	Tom Hansen
Set Designer:	Ken MacClelland
Costumes By:	Campbel
Technical Director:	Joe Strauss
Audio:	Dick Bennett
Unit Manager:	Jerry McPhie
Assistant to Producer:	Cathy Murphree
Origination:	Los Angeles County Fair and NBC color studios, Burbank, Calif.
Production By:	Sewanee and Roy Rogers' Frontiers Productions in association with the NBC-TV Network
Sponsor (and Agency):	Chevrolet Division of General Motors Corporation (Campbell-Ewald Company)
NBC Press Representatives:	Norm Frisch (Hollywood); Al Cammann (New York)

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NBC-New York, 9/21/60

September 21, 1960

DANNY THOMAS'S "MAKE ROOM FOR DADDY" STARTING ON NBC-TV
AS MONDAY-THROUGH-FRIDAY DAYTIME SERIES

- - -

Programs Are Repeats from 'The Danny Thomas Show'

"Make Room for Daddy," a new Monday-through-Friday afternoon series featuring repeat episodes from "The Danny Thomas Show," will premiere on the NBC-TV Network Tuesday, Oct. 4 (4-4:30 p.m. NYT).

Patterned after comedian Danny Thomas's own career, the filmed series revolves around the heart-warming and often hilarious efforts of big-time nightclub entertainer Danny Williams (played by Thomas) to reconcile his successful showbusiness career with the duties of being a father.

The series features Jean Hagen as Danny's first TV wife, Margaret; Marjorie Lord as Danny's second TV wife, Kathy; Rusty Hamer as Danny's son Rusty; Sherry Jackson as his daughter Terry (as a child); Penney Parker as Terry (grown up); Angela Cartwright as Kathy's daughter Linda; and Pat Harrington Jr. as Pat Hannigan, Terry's suitor and eventual husband.

Other regular members of the "Make Room for Daddy" cast include Amanda Randolph as Louise, the maid; Mary Wickes as Danny's lady press agent, Liz; Ben Lessy as Danny's wise-cracking accompanist, and Jess White as Danny's agent.

Many of Hollywood's top celebrities also have appeared on the series as guest stars.

(more)

Currently in its seventh season, the nighttime program has won four Emmy Awards and shortly after its debut (in September, 1953) won a Sylvania Award as "Best TV Comedy Series." Louis F. Edelman is the executive producer and Sheldon Reynolds the producer-director.

* * *

CREDITS FOR 'MAKE ROOM FOR DADDY,' NBC-TV NETWORK SERIES

Time:	NBC-TV Network, Mondays through Fridays, 4-4:30 p.m. NYT, starting Tuesday, Oct. 4
Format:	Repeat episodes of "The Danny Thomas Show," a situation comedy series about an entertainer and his efforts to reconcile his showbusiness career with the duties of being a father.
Star:	Danny Thomas as Danny Williams
Featured (on various shows):	Jean Hagen as Margaret Williams, Danny's first TV wife. Marjorie Lord as Kathy Williams, Danny's second TV wife Rusty Hamer as Rusty, Danny's son Sherry Jackson as Danny's daughter, Terry (as a child) Penney Parker as Terry (grown up) Angela Cartwright as Linda, Kathy's daughter Pat Harrington Jr. as Pat Hannigan, Terry's suitor

(more)

- "Make Room for Daddy"

Currently in its seventh season, the nighttime program has
on Four Shop Awards and shortly after its debut (in September, 1952)
on a Sylvania Award as "Best TV Comedy Series." Louis F. Edelman is
the executive producer and Sheldon Reynolds the producer-director.

* * *

CREDITS FOR "MAKE ROOM FOR DADDY," NBC-TV NETWORK SERIES

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...cast:	Repeat episodes of "The Danny Thomas Show," a situation comedy series about an entertainer and his efforts to reconcile his showbusiness career with the duties of being a father.
...er:	Danny Thomas as Danny Williams
...ature) (on various ...ows):	Jean Hagen as Margaret Williams, Danny's first TV wife. Marjorie Lord as Kathy Williams, Danny's second TV wife
	Rusty Hamer as Rusty, Danny's son
	Sherry Jackson as Danny's daughter, Terry (as a child)
	Fanney Parker as Terry (grown up)
	Angela Cartwright as Linda, Kathy's daughter
	Pat Harrington Jr. as Pat Hannigan, Terry's suitor

(more)

3 - 'Make Room for Daddy'

Guest Stars:	Various
Executive Producer:	Louis F. Edelman
Producer-Director:	Sheldon Leonard
Theme Song:	"Londonderry Air"
Sponsors and Agencies:	Alberto-Culver Co. (Compton Advertising Inc.)
	General Mills Inc. (Batten, Barton, Durstine & Osborn Inc.)
	H. J. Heinz Company (Maxon Inc.)
	Thomas Leeming & Company (William Esty Company Inc.)
	Procter & Gamble Company (Gardner Advertising Company)
	Proctor-Silex Corp. (Edward H. Weiss and Company)
	Toni Company (North Advertising Inc.)
NBC Press Representative:	Stan Appenzeller, New York.

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NBC-New York, 9/21/60

CAST AND CREDITS FOR 'RIVAK, THE BARBARIAN'--COLORCAST SPECIAL ON NBC-TV NETWORK TUESDAY, OCT. 4

Program:	"Rivak, the Barbarian"
Time:	NBC-TV colorcast Tuesday, Oct. 4 (10 to 11 p.m. EDT)
Starring:	Jack Palance as Rivak
Special Guest Star:	Millie Vitale as Princess Tiratha
Also Starring:	Richard Wyler as Lycursus, Austin Willis as Varro, Joseph Cuby as Babu, Melody O'Brien as Creoda, and Guy Rolfe as Kainus
Production By	Mahin-Rackin Productions in association with the NBC-TV Network
Co-Producers:	John Lee Mahin and Martin Rackin
Director:	Rudolph Mate
Written By	John Lee Mahin and Martin Rackin
Music Composed and Conducted By	Franco Ferrara
Cinematographer:	Carl Guthrie, A. S. C.
Choreographer:	Adriano Vitale
Costumes By	Mario Gorsi
Set Designer:	Franco Lolli
Production Manager:	Louis Ciannelli

* * *

Based On:	The novel, "The Barbarians," by F. Van Wyck Mason
Filmed in Color at	Cinecitta Studios, near Rome, Italy
Origination:	NBC, New York, on color film
NBC Press Representative:	Charlie Gregg, New York

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CAST AND CREDITS FOR 'RIVAK, THE BARBARIAN'--COLORCAST SPECIAL ON NBC-TV NETWORK TUESDAY, OCT. 4

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me:	NBC-TV colorcast Tuesday, Oct. 4 (10 to 11 p.m. EDT)
arring:	Jack Palance as Rivak
ecial Guest Star:	Millie Vitale as Princess Tiratha
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oduction By	Mahin-Haskin Productions in association with the NBC-TV Network
-Producers:	John Lee Mahin and Martin Haskin
rector.	Rudolph Mate
itten By	John Lee Mahin and Martin Haskin
ate Composed and ducted By	Franco Ferrara
ematographer:	Carl Guthrie, A. S. C.
reographer:	Adriano Vitale
tumes By	Mario Corsi
Designer:	Franco Lolli
oduction Manager:	Louis Ciannelli
	* * *
ed On:	The novel, "The Barbarians," by E. Van Wyck Mason
med in Color at	Cinecittà Studios, near Roma, Italy
gination:	NBC, New York, on color film
Press Representative:	Charlie Gregg, New York
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THE STORY

In the Third Century B. C., during the Second Punic War between Rome and Carthage, Rivak (Jack Palance), the son of a Celtic king, is dragged with his sister Creoda (Melody O'Brien) aboard the galley of Kainus (Guy Rolfe), commander of the Carthaginian fleet. Chained as a galley slave, Rivak watches helplessly as his sister flings herself into the sea rather than face humiliation at Kainus' hands -- and vows revenge. At Carthage, Rivak is saved from death by the beautiful Princess Tiratha (Millie Vitale) who, in return for his love, gives him a favored position in the court of Carthage. But Rivak soon finds common cause with Lycursus (Richard Wyler), a Greek mercenary in the hire of Carthage; Varro (Austin Willis), a Roman slave in charge of the Carthaginian elephants; and a teen-aged slave boy, Babu (Cuby), each of whom has strong reason for hating Carthage and wanting to escape to Italy to join Roman forces at war with Carthage. Unwittingly assisted by Tiratha, they lead a slaves' revolt in which Rivak exacts his revenge upon Kainus. They commandeer a Carthaginian ship of war and set out for Rome -- and a Mediterranean odyssey in lands and waters of the two far-flung rival empires.

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2 - Credits for 'Rivak, the Barbarian'

THE STORY

In the Third Century B. C., during the Second Punic War between Rome and Carthage, Rivak (Jack Palance), the son of a Celtic king, is imaged with his sister Croode (Melody O'Brian) aboard the galley of Balmus (Guy Rolfe), commander of the Carthaginian fleet. Chained as a galley slave, Rivak watches helplessly as his sister flings herself into the sea rather than face humiliation at Balmus' hands -- and vows revenge. At Carthage, Rivak is saved from death by the beautiful Princess Tiratha (Milite Tiesle) who, in return for his love, gives him a favored position in the court of Carthage. That Rivak soon finds common cause with Lycurgus (Richard Wyler), a Greek mercenary in the hire of Carthage, Yaren (Austin Willis), a Roman slave in charge of the Carthaginian elephants; and a teen-aged slave boy, Baba (Coby), each of whom has strong reason for hating Carthage and wanting to escape to Italy to join Roman forces at war with Carthage. Unwittingly assisted by Tiratha, they lead a slaves' revolt in which Rivak [illegible] his revenge upon Balmus. They commander a Carthaginian ship of war and set out for home -- and a Mediterranean odyssey in lands and waters of the two far-flung rival empires.

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

September 22, 1960

(NOTE TO EDITORS:

WHAT FOLLOWS IS A JOINT RELEASE FROM THE TELEVISION AND RADIO NETWORKS AND IS AUTHORIZED BY EACH OF THE FOUR COMPANIES.)

The following statement was issued Wednesday (Sept. 21) by the American Broadcasting Company, the Columbia Broadcasting System, the Mutual Broadcasting System, and the National Broadcasting Company:

Pierre Salinger, Press Secretary to Senator John F. Kennedy, on Wednesday released a telegram replying to a September 20 telegram sent by the Networks regarding arrangements for the joint broadcast appearances of the Presidential candidates. In view of the misleading impression created by Mr. Salinger's telegram, the Networks wish to make the issues clear.

As the Networks pointed out in their telegram, Mr. Salinger not only attempted at a late hour to change the rules previously agreed upon with the candidates' representatives, but also objected to individuals named by the Networks as panelists for the first broadcast.

The Networks' telegram made it clear that they would be agreeable, in view of his changed position, to revert to the original concept of the broadcasts -- a direct debate between the two candidates. In the initial discussions the Networks reluctantly departed from this original concept at the insistence of the candidates' representatives.

The text of the Networks' telegram of September 20 to the candidates' representatives, follows:

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REPRESENTATIVES OF THE SEVEN NETWORKS MET THIS MORNING, TUESDAY, SEPTEMBER 20, AND AGREED TO THE CRITICAL NEED OF A FINAL RESOLUTION OF THE DETAILED AGREEMENTS ON THE PRESENTATION OF THE FOUR PROGRAMS FEATURING JOINT APPEARANCES BY MESSRS. NIXON AND KENNEDY.

ON FRIDAY, SEPTEMBER 16, THE NETWORKS AGREED TO THE PROPOSALS DISCUSSED AT THE AUGUST 31 MEETING IN WASHINGTON AMONG THE NETWORKS AND THE CANDIDATES' REPRESENTATIVES. THE NETWORKS UNDERSTOOD ON FRIDAY LAST FROM MR. SCRIBNER THAT HE COULD SPEAK FOR BOTH GROUPS AND THAT, IN VIEW OF THE NETWORKS' COOPERATION ON INCLUSION OF REPRESENTATIVES OF PRINT MEDIA ON PROGRAMS #2 AND #3, THE MATTER WAS SETTLED. THE NETWORKS THUS CONSIDER THE PROPOSALS DISCUSSED AT THE AUGUST 31 MEETING TO BE THE AGREED RULES AND FORMAT GOVERNING THE FOUR PROGRAMS.

MR. SALINGER, IN A TELEPHONE CONVERSATION MONDAY, SEPTEMBER 19, WITH MR. MICKELSON, CBS, REPRESENTING THE SEVEN NETWORKS, DEMANDED PRINT MEDIA REPRESENTATION ON EACH PROGRAM AND, WITH RESPECT TO THE CORRESPONDENTS NAMED BY THE NETWORKS TO PARTICIPATE IN THE FIRST PROGRAM, SPECIFIED THAT THE COMPOSITION OF THE PANEL FOR THAT PROGRAM WAS UNSATISFACTORY. IT IS THE OPINION OF THE NETWORKS THAT THE COMPOSITION OF THE PANELS PARTICIPATING IN THE FOUR PROGRAMS DOES NOT FALL WITHIN THE JURISDICTION OR PURVIEW OF THE CANDIDATES OR THEIR REPRESENTATIVES. IN ALL DISCUSSIONS BASED ON THE AUGUST 31 MEETING IN WASHINGTON, IT WAS CLEARLY UNDERSTOOD THAT ANY PANELS INVOLVED IN PROGRAMS #1 AND #4 WOULD BE COMPRISED OF PROFESSIONAL NETWORK CORRESPONDENTS ONLY.

(more)

IN VIEW OF THE IMMINENCE OF THE FIRST SCHEDULED APPEARANCE OF MESSRS. NIXON AND KENNEDY ON THE PROGRAM OF SEPTEMBER 26 AND THE PROGRAMMING AND PRODUCTION DEMANDS INVOLVED, THE NETWORKS MUST ASK IMMEDIATE CONFIRMATION BY TELEGRAM THAT THE PROGRAMS WILL BE PRESENTED ON THE BASIS OF THE DISCUSSIONS HELD IN WASHINGTON ON AUGUST 31; I.E., WITH THE PANELS FOR PROGRAMS #1 AND #4 COMPOSED ENTIRELY OF NETWORK CORRESPONDENTS AND THE PANELS OF PROGRAMS #2 AND #3 EACH COMPOSED OF TWO CORRESPONDENTS FROM THE NETWORKS AND TWO FROM THE PRINT MEDIA. ALTERNATIVELY, THE NETWORKS WILL AGREE TO THE INITIAL CONCEPT OF THESE JOINT APPEARANCES AND A FORMAT WHICH WILL PRESENT A DEBATE BETWEEN MESSRS. NIXON AND KENNEDY WITH A MODERATOR THE ONLY OTHER PARTICIPANT.

IN VIEW OF THE URGENT DEMANDS OF TIME THAT LIE ON ALL OF US, A TELEGRAM CONFIRMING AGREEMENT BY THE CANDIDATES' REPRESENTATIVES TO EITHER OF THE ABOVE FORMATS WOULD BE APPRECIATED BY THE CLOSE OF BUSINESS WEDNESDAY, SEPTEMBER 21.

JOHN CHARLES DALY, ABC
SIG MICKELSON, CBS
JOSEPH F. KEATING, MBS
WILLIAM R. McANDREW, NBC

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NBC-New York, 9/22/60

FIRST CABLEFILM NBC NEWS TRANSMISSION BETWEEN NBC, NEW YORK, AND BBC, LONDON, ACHIEVED WITH U.N.--KHRUSHCHEV PICTURES

The first direct transmission of cablefilm between NBC News in New York and the British Broadcasting Company in London took place shortly after 3 p.m. (New York time) yesterday (Wednesday, Sept. 21) when 30 seconds of television film showing Soviet Premier Khrushchev at the United Nations was sent over the trans-Atlantic telephone cable.

Previously, cablefilm was transmitted between London and Montreal. The direct New York-to-London transmission was made possible by the installation of the cablefilm equipment in NBC's New York studios this week. This equipment, developed and built by BBC and owned by NBC, was moved from Montreal after legal clearances were obtained.

The film showed Khrushchev looking at a magazine caricature of himself before the start of today's General Assembly session. It was presented on a BBC news program last night at 10 p.m., London time (5 p.m., New York time).

The Khrushchev sequence was recorded on tape. A kinescope film made from this was transmitted to London. Transmission time for the 30 seconds of film was 50 minutes.

NBC News also will be able to receive cablefilm in New York by direct transmission from London. By-passing Montreal saves about one hour in the transmitting operation.

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NBC-New York, 9/22/60

September 22, 1960

COWMAN FIGHTS TO FREE DANCEHALL GIRL
IN PREMIERE OF 'WESTERNER'

Brian Keith stars as a lone cowman, Dave Blassingame, who tries to persuade a young dancehall girl to return to her family in "Jeff," premiere episode of the NBC-TV Network's new series, "Westerner," Friday, Sept. 30 (8:30 p.m. EDT).

Blassingame learns that Jeff (Diana Millay) is being forced to work as an entertainer in a frontier canteen, and rides 300 miles to find her. He convinces her to leave with him, but as they are about to depart, ex-fighter Denny Lipp (Geoffrey Toone) and his cronies stop them. Lipp tells Blassingame that Jeff can leave if the cowboy can whip him. A no-holds-barred fight ensues.

Producer Sam Peckinpah and Robert Heverly wrote the story. Peckinpah directed.

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September 22, 1960

"THE EQUITABLE'S OUR AMERICAN HERITAGE" WINS HIGH PRAISE AGAIN IN U.S. SENATE

For the second time during 1960, the NBC-TV Network's "The Equitable's Our American Heritage" series of historical dramatizations has been praised on the floor of the U. S. Senate.

On Sept. 1, Senator Kenneth B. Keating (R-N. Y.) called attention to the award-winning, critically-acclaimed series as one that "...should rate high on the viewing list of all Americans who take pride in our great heritage and the men who made it great...and who are concerned about the lack of knowledge and understanding of our traditions among many Americans today..."

Earlier, on Jan. 25, the late Senator Richard L. Neuberger (D-Ore.) had commended "...all associated with this splendid television spectacle -- actors, writers, editorial counselors, the firm sponsoring the program, the NBC-TV Network and its staff and officials.."

The remarks of both were printed in the Congressional Record, of Sept. 1, 1960, and Jan. 25, 1960, respectively.

"The Equitable's Our American Heritage" is produced by Mildred Freed Alberg (for Milberg Enterprises, Inc.) and is sponsored by the Equitable Life Assurance Society of the United States, through Foote, Cone and Belding. The series will start its 1960-61 (second) season Friday, Oct. 21 (NBC-TV Network, 7:30-8:30 p.m. EDT) with "Not Without Honor," drama of the personal tragedy of Aaron Burr and Alexander Hamilton, starring Arthur Kennedy, John Colicos, Robert Emhardt and Howard St. John with special guest star Ralph Bellamy.

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CREDITS FOR 'DANTE' ON THE NBC-TV NETWORK

Program:	"Dante"
Time:	NBC-TV Network, Mondays (9:30 p.m. EDT) starting Oct. 3. First episode title, "One For The Birds"
Star:	Howard Duff
Co-Stars:	Alan Mowbray as Stewart Styles Tom D'Andrea as Biff Mort Mills as Det. Lt. Bob Malone
Format:	Mystery-adventure series with tongue-in-cheek treatment of posh nightclubs and syndicate bosses, revolving about a reformed gambler and owner of Dante's Inferno, a swank nightclub in San Francisco.
Cast (first episode):	Joanna Barnes as Amy Marianne Stewart as Veronica Fay Baker as Miss Barrow Howard Wendell as Dr. Wycoff Pat McCaffrie as Officer Johnson
Producer:	Mike Meshekoff
Directors:	Various (Richard Kinon, first episode)
Writers:	Various (Harold Jack Bloom, first episode)
Assistant director:	Bob White
Cameraman:	Harry Wild
Art director:	Bill Ross
Set decorator:	Chet Bayhi

(more)

CREDITS FOR 'DANTE' ON THE NBC-TV NETWORK

[illegible]gram:	"Lenox"
[illegible]e:	NBC-TV Network, Mondays (9:30 p.m. [illegible]) starting Oct. 3. First episode title, "Who Got The Girls"
[illegible]r:	Howard Duff
[illegible]tars:	Alan Mowbray as Stewart Styles
	Tom Skindrea as Biff
	Mark Mills as Det. [illegible], Bob Wilson
[illegible]ut:	Brewery-adventure series with tongue-in-cheek treatment of both nightclubs and syndicate bosses, revolving about a reformed gambler and owner of Dante's Inferno, a smack nightclub in San Francisco.
[illegible]t (first episode):	Joanna Barnes as Mary
	Marianne Stewart as Veronica
	Guy Baker as Mike Barrow
	Howard Wendell as Dr. Wyatt
	Pat McCaffrie as Officer Johnson
[illegible]ucer:	Mike Mechanoff
[illegible]ectors:	Various (Richard Kinney, First episode)
[illegible]ters:	Various (Harold Jack Bloom, First episode)
[illegible]istant director:	Bob Wiles
[illegible]ramen:	Harry Wild
[illegible] director:	Bill [illegible]
[illegible]ctor:	Curt Brand

(more)

2 - Credits for 'Dante'

Sponsors (and agencies):	Singer Sewing Machine Company (Young & Rubicam Inc.) and Alberto-Culver Company (Compton Advertising Inc.)
Origination:	Four Star Production in association with Satyr Productions
NBC Press Representatives:	Al Cammann, New York, and Kay Mulvihill, Hollywood

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NBC-New York, 9/22/60

NBC TELEVISION NETWORK NEWS

September 23, 1960

NBC-TV NETWORK TO PRESENT RECORD TOTAL OF MORE THAN 100 SPECIAL NEWS AND PUBLIC AFFAIRS PROGRAMS ON PROBLEMS VITALLY AFFECTING AMERICANS IN 1960-61 SEASON

More than 100 special news and public affairs programs ranging across a broad spectrum of events and issues in the U. S. and throughout the world will be presented on the NBC-TV Network in the 1960-61 season.

The new schedule represents an increase of 35 percent over the 74 such programs telecast last season and an increase of more than 100 percent over the 49 presented in 1958-59. This is a result of the NBC effort to build ever more comprehensive coverage of the problems that vitally affect Americans.

The news and public affairs programs will be under the overall supervision of William R. McAndrew, Vice President, NBC News. News specials will be supervised by Julian Goodman, Director of News and Public Affairs. Several new information series will be produced under the direction of Irving Gitlin, Executive Producer, Creative Projects. In addition, "Project 20" and "Wisdom" programs will be supervised by Donald B. Hyatt, Director of Special Projects.

The first of the special programs was the initial telecast Sept. 17 of "The Campaign and the Candidates," a Saturday night series of eight special pre-election reports. Four of the programs will be devoted to interviews-in-depth with candidates Richard M. Nixon, John F. Kennedy, Lyndon Johnson and Henry Cabot Lodge and their wives.

(more)

The second series of news specials began Sunday, Sept. 18, with a full-hour preview of the United Nations General Assembly meeting. The series includes at least seven other programs.

NBC has taken the initiative in proposing an unprecedented series of four face-to-face debates by the Presidential candidates, which gets under way Monday, Sept. 26, with a debate between Vice President Nixon and Senator Kennedy on domestic policy.

Another major project is NBC's election night coverage by Chet Huntley, David Brinkley and other members of the NBC News organization, which was overwhelmingly preferred by viewers and critics for its coverage of the political conventions. NBC's election night setup will include what is expected to be the most elaborate information collection and reporting system ever devised.

These -- and numerous other specials to be scheduled with breaking news events -- will be produced by Reuven Frank, Chet Hagen, Louis Hazam and other NBC News producers.

One of the new projects developed by Irving Gitlin is "The Nation's Future," starting Saturday, Nov. 12, 9:30-10:30 p.m. EST. Each of the programs in this series will present two nationally-known leaders debating one of the cardinal issues of the day. Some of the network telecasts will be limited to a half-hour to permit NBC-affiliated stations to devote the remaining half-hour to a local discussion of the issue. Robert Allison is producer.

"NBC White Paper," another information series, will be narrated by Chet Huntley and will inquire into such questions as public relations, featherbedding, the American image abroad and Russian military, economic, and scientific potential as seen from within the Soviet Union. The first program in the series to be

(more)

produced by Albert Wasserman, will be Tuesday, Nov. 29 (10-11 p.m. EST). The second program will be telecast Tuesday, Dec. 20 (10-11 p.m. EST).

Six daytime specials will deal with the problems of women. Each "Purex Special for Women" will be a full-hour telecast produced by George Lefferts and featuring Pauline Frederick as reporter and narrator. The first will be "The Cold Woman," a study of emotional and sexual frigidity, Friday, Oct. 14 (4-5 p.m. EDT).

A one-time special, "Story of a Family," will dramatize the values of family life in the 20th Century. The full-hour program, with Jane Wyatt as narrator and Joseph Krumgold as producer, will be televised as a pre-Thanksgiving Day event Monday, Nov. 14 (7:30-8:30 p.m. EST).

NBC's award-winning "Project 20" staff has several new specials in production -- "Those Ragtime Years" with Hoagy Carmichael as narrator and performer, "The Coming of Christ," a half-hour telecast in color; and others to be presented in the "Project 20" style.

New "Wisdom" programs will present filmed interviews with internationally famous personalities including W. Somerset Maugham, Clement Attlee, Nadia Boulanger, David Low, Howard Lindsay, Norman Thomas and Andres Segovia.

Following is a preliminary list of news and public affairs specials scheduled through the end of the year:

Saturday, Sept. 17 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Sunday, Sept. 18 (5-6 p.m. EDT) -- "NBC Special Report -- The General Assembly."

Monday, Sept. 19 (4:30-5 p.m. EDT) -- "NBC Special Report -- The General Assembly."

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Tuesday, Sept. 20 (8:30-9 p.m. EDT) -- "NBC Special Report -- The General Assembly."

Thursday, Sept. 22 (8:30-9 p.m. EDT) -- "NBC Special Report -- The General Assembly."

Friday, Sept. 23 (9:30-10 p.m. EDT) -- "NBC Special Report -- The General Assembly."

Saturday, Sept. 24 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Monday, Sept. 26 (9:30-10:30 p.m. EDT) -- Face-to-face appearances of the Presidential candidates.

Saturday, Oct. 1 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Wednesday, Oct. 5 (10-10:30 p.m. EDT) -- "NBC Special Report -- The General Assembly."

Friday, Oct. 7 (7:30-8:30 p.m. EDT) -- Face-to-face appearances of the Presidential candidates.

Saturday, Oct. 8 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Thursday, Oct. 13 (7:30-8:30 p.m. EDT) -- Face-to-face appearances of the Presidential candidates.

Friday, Oct. 14 (4-5 p.m. EDT) -- "Purex Special for Women"

Saturday, Oct. 15 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Friday, Oct. 21 (10-11 p.m. EDT) -- Face-to-face appearances of the Presidential candidates.

Saturday, Oct. 22 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Saturday, Oct. 29 (9:30-10:30 p.m. EDT) -- "The Campaign and the Candidates"

Saturday, Nov. 5 (9:30-10:30 p.m. EST) -- "The Campaign and the Candidates"

Thursday, Nov. 10 (4-5 p.m. EST) -- "Purex Special for Women"

Saturday, Nov. 12 (9:30-10:30 p.m. EST) -- "The Nation's Future"

Saturday, Nov. 19 (9:30-10:30 p.m. EST) -- "The Nation's Future"

(more)

5 - Special Programs

Saturday, Nov. 26 (9:30-10 p.m. EST, with remaining half-hour for local programming) -- "The Nation's Future"

Tuesday, Nov. 29 (10-11 p.m. EST) --"NBC White Paper"

Thursday, Dec. 8 (4-5 p.m. EST) -- "Purex Special for Women"

Saturday, Dec. 17 (9:30-10 p.m. EST, with remaining half-hour for local programming) -- "The Nation's Future"

Tuesday, Dec. 20 (10-11 p.m. EST) -- "NBC White Paper"

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NBC-New York, 9/23/60

September 23, 1960

EISENHOWER'S ADDRESS TO U.N. GENERAL ASSEMBLY AND MEETINGS WITH TITO AND OTHER LEADERS ARE HIGHLIGHTED IN DAY'S COVERAGE BY NBC-TV NETWORK

President Eisenhower's address to the United Nations General Assembly and his meetings in New York with Yugoslav President Tito and 21 other world leaders were reported and interpreted in "NBC Special Report -- the General Assembly" Thursday, Sept. 22 on the NBC-TV Network (8:30- 9 p.m. EDT).

The telecast followed two other special programs presented earlier in the day. President Eisenhower's address was telecast live on the network (11 a.m.-12 noon EDT) and President Tito's was taped and presented later (4-4:30 p.m. EDT).

The nighttime special included taped highlights of the Eisenhower and Tito speeches. NBC News' White House correspondent Ray Scherer, who accompanied the President on his visit to New York, reported on the significance of Mr. Eisenhower's activities during the day.

Frank Bourgholtzer evaluated UN reaction to the President's speech, Pauline Frederick reported on the progress of the Steering Committee in drawing up an agenda for the UN session, Martin Agronsky covered Mr. Eisenhower's meeting with other heads of state, and John Rich reported on Premier Khrushchev's activities during the day. Frank McGee was anchorman on the program, which was produced by Chet Hagan and directed by Robert Priaulx.

(more)

2 - U.N. Coverage

"The Dave Garroway Today Show" this morning (Friday, Sept. 23) reviewed the speeches delivered in the General Assembly the previous day. Taped highlights of the Eisenhower and Tito addresses were telecast in the first half-hour of the program, with a commentary by Garroway. Excerpts of the Eisenhower speech were repeated in the final half-hour, with an analysis by Pauline Frederick.

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NBC-New York, 9/23/60

SEGMENT OF NBC NEWS FILM OF EISENHOWER'S U.N. ADDRESS IS SENT
BY CABLE TO LONDON FOR TELECAST IN EUROPE AND--
FOR FIRST TIME--BEHIND IRON CURTAIN

NBC News film of President Eisenhower's address to the United Nations General Assembly was sent by trans-Atlantic cable film to London Thursday, Sept. 22 for telecast that night in Great Britain, Western Europe and -- for the first time -- behind the Iron Curtain.

A one-minute film segment of the President's address was sent on the system for telecast on BBC in Great Britain, on the Eurovision network in most of the Western European countries, and on Intervision which reaches Warsaw, Prague, Belgrade and other cities in Eastern Europe.

A new direct cable film link between NBC in New York and BBC in London was used for the first time Sept. 21. Film of Soviet Premier Khrushchev in the UN was transmitted to London and was telecast on BBC and on Eurovision.

The cable film system, developed by BBC and used exclusively in this country by NBC, permits news film to be sent on the trans-Atlantic telephone cable. One minute of film can be transmitted in one hour and 40 minutes.

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NBC-New York, 9/23/60

NBC-TV NETWORK PROGRAM

'LONE RANGER' WILL BE SATURDAY MORNING FEATURE ON NBC-TV NETWORK STARTING OCT. 1

"The Lone Ranger," long-time favorite Western adventure series about the famous masked defender of law and order in the Old West, will become a Saturday morning feature on the NBC-TV Network starting Oct. 1 (11:30 a.m.-12 noon NYT). Clayton Moore stars in the title role.

In the opening episode of "The Renegades," the Lone Ranger's Indian companion, Tonto (played by Jay Silverheels), goes to help an old friend, Chief Swift Eagle. When a crooked Indian agent and a group of Army deserters plot to kill Tonto and the Chief, the Lone Ranger comes to their aid and captures the deserters and their leader.

Now in its 27th year as a radio and television series, "The Lone Ranger" with his "Hi-Yo, Silver, away" -- his command to his famous white steed -- has come to seem almost a legendary figure. Fearless, strong, firm of will and character, the Lone Ranger acts as a moral example as well as an entertainer for an admiring audience of all ages in the United States and ten foreign countries, where the film series is also telecast. During its long career, the program has won more than 100 awards, including citations from the American Federation of Women's Clubs, the National Safety Council, the Boy Scouts of America and the American Legion Auxiliary. The new series will be made up of repeat episodes.

"The Lone Ranger" will be sponsored by General Mills Inc., through Dancer-Fitzgerald-Sample Inc. and, starting in January, by Beech Nut Life Savers Inc., through Young & Rubicam Inc.

(more)

CREDITS FOR 'THE LONE RANGER' ON NBC-TV NETWORK

Time:	NBC-TV Network, Saturday mornings, 11:30 a.m.-12 noon NYT, starting Oct. 1
Star:	Clayton Moore as The Lone Ranger
Co-star:	Jay Silverheels as Tonto
Format:	Repeat episodes of the filmed Western adventure series about the masked defender of law and order and his faithful Indian companion, Tonto.
Producer:	The Lone Ranger Inc. (A Jack Wrather Production)
Sponsors and agencies:	General Mills Inc., through Dancer-Fitzgerald-Sample Inc., and, starting in January, Beech Nut Life Savers Inc., through Young & Rubicam Inc.
NBC Press Representative:	Stan Appenzeller (New York)

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NBC-New York, 9/23/60

September 23, 1960

THAT BALCONY SCENE!

After a hectic week covering the United Nations and Soviet Premier Khrushchev, NBC Newsman Ric Ballad hit a lull in the news and sat down to a typewriter to record some impressions of the week's events.

The result was the following verse which was called to the attention of Dave Garroway, who read it on "The Dave Garroway Today Show" today (Friday, Sept. 23, NBC-TV Network, 7-9 a.m. EDT):

ROMEO AND JULIET REVISITED

An ode by Nikita Khrushchev

(as told to R. A. Ballad)

(In the spirit, if not the style, of W. Shakespeare)

But hark! What shout from yonder picket breaks?
'Tis a boo?
Then the booer is a boor and bore,
War criminal on your sheltered shore,
Sheltered by Ike of Gettysburg
Whom yet I love, despite his flaw.

Heed not the placards, newsmen..
Loving newsmen..
Ragged, wretched, rumsoaked reporters
Of life beneath the Wall Street yoke.
Come!

(more)

2 - That Balcony Scene!

Come close beneath my balcony,
This airy prison where I caper, prance and prowl
While I prove the bear can smile as well as growl.

Come closer, newsmen!
Nosy newsmen.
Ply me now with questions sweet
But deep, and full of guile
As all untrusting lovers do
Who long to know if love is true.
Come!
Press your suit,
But not to suit your press..
Those bloated swine who bribe the scribe
With gold and credit line
To prate the party line
And mock the very sweat which marks
Your ink-stained brows..
Proud mark of Marx!

Play, sweet newsmen.
Play this scene with me.
Immortalize this balcony.
Then come with me to pastures sweet and green
We'll do the bard's midsummer dream
In Glen Cove's wooded dell.

(more)

And in the days which lie ahead
We'll play the Tempest
(Staged in Red)
With I, a pudgy Ariel..
And you, Mirandas, who will tell
And write of brave new worlds
Which have such men
But prithee, newsmen..
Vulgar newsmen!
Note you now my modest plea
That in your earnest love for me
You not ignore that hairy ham
That poor Caribbean Caliban
Nonentity, but friend of man
Who sits in dreary penury
Plucking fowl and spinning dreams
Courageous foe of shaving creams.

Now go..
Go tell the world my words are true.
And should the pink slip come to you.
(PINK! Ah, that's a jest!)
Then do as Mitchell and Martin do.

Or..
Roam the land. Coo like a dove
And paint on rocks
"Lennin is Love."

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NBC-New York, 9/23/60

September 23, 1960

'BOWLING STARS,' 26-WEEK SERIES WITH TOP KEGLERS COMPETING, WILL BE NBC-TV NETWORK SATURDAY AFTERNOON SERIES UNDER THE SPONSORSHIP OF GENERAL MILLS

"Bowling Stars," a 26-week series in which some of the nation's top keglers will compete, will join NBC-TV Network's weekend sports lineup as a Saturday afternoon feature starting Oct. 15 (4:30-5 p.m. NYT).

The program will be sponsored by General Mills Inc. through Knox Reeves Advertising Inc.

The show marks the first use of tape in the production of a network bowling series. The matches are now being taped at Skytop Lanes near White Plains, N. Y.

Sportscaster Bud Palmer will be play-by-play announcer for "Bowling Stars." Each show will include the final frames of the second game and the entire third game of a three-game head-to-head match.

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GEORGE A. HEINEMANN TO TEACH TV COURSE

George A. Heinemann, NBC Manager of Public Affairs, will teach a course in television at Columbia University during the Fall-Winter semester. His course, listed as The Television Station, is devoted to "creative thinking in relation to television."

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JACK TRACY
ROOM 320

September 26, 1960

PROCTER & GAMBLE WILL SPONSOR 90-MINUTE 'VICTORY AT SEA,'
NBC-TV 'PROJECT 20' PROGRAM SCHEDULED THURSDAY, DEC. 29

The Procter & Gamble Company will sponsor the new 90-minute version of "Victory at Sea" on NBC-TV Thursday, Dec. 29 (9:30-11 p.m. NYT), it was announced today by Edwin S. Friendly Jr., Director, Special Program Sales, NBC Television Network.

Winner of every major prize in the television industry after its original showing as a 26-installment series in 1952-53, "Victory at Sea" received unprecedented public and critical acclaim. It was conceived as a TV series by the late Henry Salomon.

The new venture was prepared as an NBC-TV "Project 20" program under supervision of Donald B. Hyatt, Director of Special Projects. Robert Russell Bennett's orchestral arrangement of the Richard Rodgers score is being re-recorded with Bennett conducting. Richard Hanser, co-author of the original narration with Salomon, has adapted the script for the new version with actor Alexander Scourby as narrator.

"Victory at Sea" is a naval history of World War II interpreted by Salomon as an overpowering human drama. It entailed a two-year search all over the world for combat films and related material in army, navy and air force archives of many nations. It was shown by many independent stations again and again around the country and has won acclaim on TV abroad in England, Australia, Canada, Mexico, Belgium, Finland, Cuba and Japan.

(more)

Hyatt, who was with "Victory at Sea" from the start as associate producer for Salomon, said that the new version "will telescope into one coherent, dramatic whole all the highlights that made the series great. Its continuing popularity has prompted the network to bring it back in new form." The program was previously scheduled to be telecast on Dec. 3.

The purchase for Procter & Gamble was placed through Benton & Bowles Inc.

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NBC-New York, 9/26/60

September 26, 1960

NET SALES OVER $1,250,000 IN PAST THREE WEEKS
PLACE NBC RADIO NETWORK IN PROFIT-MAKING
POSITION FOR FIRST QUARTER OF 1961

Net sales of over $1,250,000 during the last three weeks place the NBC Radio Network in a profit-making position for the first quarter of 1961, it was announced today by William K. McDaniel, Vice President in Charge of the NBC Radio Network. "This assures NBC Radio affiliates of a substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year," Mr. McDaniel said.

"At the three-quarter mark of 1960," Mr. McDaniel added, "we are already in the black for the first full year since the early fifties." He attributed the success of the network during 1960 to several factors.

"In the first place," he said, "we went through a four-year period of serious study, research, trial and error and planning with our Affiliates Executive Committee and our full 200-station affiliate body to determine how we, as networkers, and they as stations, could best serve each other by supplying an effective service to the audience and the advertisers. NBC Radio's new programming format which went into effect last January was the result of this joint effort. We have tried to give the stations what they can't do as well locally as we can -- international news when and as it happens, using the worldwide facilities of the NBC News Department -- 'Monitor,' 'Emphasis,' sports,

(more)

special events and in general a good network service around which to develop their local programming personality.

"We have given them full compensation for every minute of network time they have carried. We have programmed name stars -- Bob Hope, Bob and Ray, Nichols and May, Huntley and Brinkley, Ernie Kovacs, Dave Garroway and others -- in the way we and the affiliates think they should be programmed in the present-day pattern of network radio, short segments in such shows as 'Monitor.' The results speak for themselves. We're in the black, revenue is up for us and the stations, ratings have doubled in less than a year, and advertiser acceptance is at its highest point in the last eight years."

Among advertisers purchasing the $1,250,000 in time were L & M Cigarettes (Dancer-Fitzgerald-Sample Inc.), Chesterfield Cigarettes (McCann-Erickson Inc.), American Motors (Geyer, Morey, Madden and Ballard), and Curtis Publications (Batten, Barton, Durstine and Osborn).

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NBC-New York, 9/26/60

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 26, 1960

NBC NEWS PRESENTING WEEK-LONG SERIES OF SPECIAL
TV AND RADIO REPORTS ON U.N. GENERAL ASSEMBLY

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Special U.N. Features and Highlights on Various Programs

NBC News is presenting a week-long series of half-hour special reports on the current United Nations General Assembly, beginning today (Monday, Sept. 26) at 4 p.m. EDT, on the NBC Television and NBC Radio Networks including WNBC-TV and WNBC. The series, "NBC Special Report -- The General Assembly," covers daily highlights of activities concerned with the current UN meetings.

Frank McGee is anchorman for the show which draws on the reporting skills of Pauline Frederick, NBC UN correspondent; Frank Bourgholtzer, NBC State Department correspondent; Joseph C. Harsch, senior European correspondent; Joseph Michaels, recently returned from Moscow, and the complete staff of NBC News. Chet Hagan is producer and Bob Priaulx director.

Oliver W. Powers, father of U-2 pilot Francis Gary Powers, will appear on "The Dave Garroway Today Show" Tuesday, Sept. 27 (NBC-TV, 7-9 a.m. EDT) to ask Soviet Premier Khrushchev for a face-to-face meeting. Seeking leniency for his imprisoned son, Powers will read an open letter to Khrushchev in the 7-8 a.m. EDT segment and again in the 8-9 a.m. EDT segment. The message will be simultaneously translated into Russian. Powers will ask the Soviet Premier for the opportunity to plead personally on behalf of his son.

(more)

ess Department, Room 320

Garroway also will review on Tuesday the developments in Monday's UN session. Taped excerpts of the key speeches will be presented.

The current General Assembly meeting and the campaigns of Presidential and Vice Presidential candidates were featured in NBC News programs over the weekend on the NBC-TV and NBC Radio Networks.

Excerpts of speeches by Premier Khrushchev and Prime Minister Nkrumah of Ghana before the UN General Assembly were presented on tape and were analyzed by NBC News correspondents on "NBC Special Report -- The General Assembly" Friday, Sept. 23, (9:30-10 p.m. EDT) on the NBC-TV and NBC Radio Networks. The program also carried taped excerpts of remarks by Ambassador James J. Wadsworth, U. S. Representative to the United Nations, before the General Assembly, and by U. S. Secretary of State Herter before members of the Foreign Press Association. NBC News correspondent Frank Bourgholtzer was anchorman of the program.

Henry Cabot Lodge, Republican Vice Presidential candidate and former Ambassador to the United Nations, was interviewed by Chet Huntley and David Brinkley on "The Campaign and the Candidates" Saturday on the NBC-TV Network (9:30-10:30 p.m. EDT). The program also included an interview with Mrs. Lodge by the same NBC News team.

Events surrounding the UN meeting were covered on "Chet Huntley Reporting" Sunday on the NBC-TV Network (5:30-6 p.m. EDT). European reaction to the speeches by President Eisenhower and Premier Khrushchev was reported by a panel of NBC News correspondents in Europe -- John Chancellor, of Moscow; Edwin Newman, of Paris; Irving R. Levine, of Rome, and William Boyle, of London.

(more)

PR-14

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

September 26, 1960

DEMOCRATIC RUNNING MATES TO 'MEET THE PRESS'

Johnson to Be Interviewed Oct. 9 and Kennedy Oct. 16

Democratic running mates John F. Kennedy and Lyndon Johnson will be interviewed in separate appearances on NBC's "Meet the Press" in October.

Senator Johnson, Vice Presidential nominee, will be the guest of "Meet the Press" Sunday, Oct. 9. The program will be telecast in color from Washington.

Senator Kennedy, Presidential candidate, will be interviewed Sunday, Oct. 16. The program will be telecast in black and white on that date only, and will originate in Cleveland.

"Meet the Press," a Public Affairs presentation of NBC News, is produced by Lawrence E. Spivak. Ned Brooks is moderator. The program is presented on the NBC-TV Network 6 p.m. EDT (and on NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT).

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ress Department, Room 320

September 26, 1960

KIM HUNTER TO STAR IN FIRST 'PUREX SPECIAL FOR WOMEN'

'The Cold Woman' Is Scheduled for Friday, Oct. 14

Kim Hunter will star in the telecast of "The Cold Woman," first of the "Purex Specials for Women" on the NBC-TV Network, Friday, Oct. 14 (4-5 p.m. EDT). The dramatic documentary, produced and written by George Lefferts, is a study of sexual frigidity in America and its shattering effects upon the lives of the marital partners, their families and, in time, on the society in which they live.

Miss Hunter, who made her Broadway debut in 1947 in "A Streetcar Named Desire" also has appeared in Broadway productions of "Darkness at Noon," "The Chase," "The Children's Hour" and "The Tender Trap." She has appeared on major TV dramatic programs of the three networks.

Pauline Frederick will act as reporter for "The Cold Woman" and will interview Dr. Lena Levine, psychiatrist and past president of the American Association of Marriage Counselors, at the conclusion of the program.

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NBC COLOR TELEVISION NEWS

September 26, 1960

Attention, Sports Editors

IT'S PITTSBURGH VS. NEW YORK IN WORLD SERIES,
AND NBC-TV WILL COLORCAST ALL GAMES WHILE
NBC RADIO ALSO COVERS ENTIRE EVENTS

Over the weekend the New York Yankees won their 10th pennant in 12 years and the Pittsburgh Pirates clinched their first in 35 seasons. The two league champions will face each other in the first World Series game at Pittsburgh's Forbes Field Wednesday, Oct. 5, and the NBC Television Network will colorcast all games of the baseball classic. The NBC Radio Network also will carry play-by-play commentary of the series.

The TV and radio coverage will be co-sponsored by the General Motors Corporation (through McCann-Erickson Inc.) and Gillette Safety Razor Company (through Maxon Inc.).

The 1960 World Series will have all weekday games starting at 1 p.m. EDT and Sunday play scheduled to begin at 2 p.m. EDT. NBC-TV and NBC Radio will begin their coverage 15 minutes before game time.

The first two games (Wednesday and Thursday, Oct. 5 and 6) will be played at Pittsburgh. With an open date on Oct. 7, the play will switch to Yankee Stadium in New York for games three, four and

(more)

(if necessary) five (Saturday, Sunday and Monday, Oct. 8, 9 and 10). If the best-four-of-seven competition has not been decided after the fifth game, play will again switch to Pittsburgh on Wednesday, Oct. 12, for the sixth game. Game seven would be played Thursday, Oct. 13.

Two RCA color mobile units, one in New York and the other in Pittsburgh, will enable NBC-TV to colorcast the entire series.

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NBC-New York, 9/26/60

NBC'S HARRY BANNISTER TO SPEAK IN SALT LAKE CITY
ON NBC'S 1960-61 PROGRAMMING PLANS

Harry Bannister, NBC Vice President in charge of Station Relations, will address two civic groups in Salt Lake City this week on NBC's programming plans for the 1960-61 season.

Mr. Bannister will address the Salt Lake City Rotary Club Tuesday, Sept. 27, and the Advertising Club Wednesday, Sept. 28. He will outline NBC-TV's balanced schedule of quality programs, emphasizing the upswing in prime-time public affairs presentations and the 80 per cent increase in color telecasts.

Station KUTV in Salt Lake City entered into an affiliation agreement with the National Broadcasting Company in May. The agreement was effective Sept. 25.

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NBC-New York, 9/26/60

CAST AND CREDITS FOR FIRST 'BOB HOPE BUICK SHOW' SPECIAL
OF 1960-61 SEASON MONDAY, OCT. 3 ON NBC-TV NETWORK

JOAN CRAWFORD TO PRESENT 10 HOLLYWOOD DEB STARS
ON SEASON'S FIRST "BOB HOPE BUICK SHOW"

Ten Hollywood Deb Stars, chosen by makeup and hair styling experts of top television and motion picture studios, will be presented by Joan Crawford on the first "Bob Hope Buick Show" of the new season Monday, Oct. 3.

The Debs and their affiliations are: Leticia Roman, Paramount Studios; Vicki Trickett, Columbia Pictures; Shelley Fabares, Screen Gems; Paula Prentiss, M-G-M Studios; Carole Wells (of NBC-TV's "National Velvet"), M-G-M-TV; Sharon Hugueny, Warner Brothers Pictures; Laura Shelton, Filmaster Corporation; Jenny Maxwell, California Studios; Sonya Wilde, Allied Artists; and Carol Christensen, 20th Century Fox.

Program:	"Bob Hope Buick Show"
Time:	NBC-TV Network Monday, Oct. 3 (8:30-9:30 p.m. EDT)
Starring:	Bob Hope
Guest Stars:	Patti Page, Bobby Darin, David Rose and his orchestra, and with Joan Crawford introducing the Hollywood Deb Stars of 1960
Written by:	John Rapp and Lester White, Mort Lachman and Bill Larkin, Charles Lee
Consultant:	Norman Sullivan
Special Material:	Gig Henry
Choreography:	Jack Baker

(more)

CAST AND CREDITS FOR FIRST "BOB HOPE BUICK SHOW" SPECIAL

OF 1950-51 SEASON MONDAY, OCT. 3 ON NBC-TV NETWORK

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eulkart:	Norman Sullivan
ecial Material:	Gig Henry
orography:	Jack Baker

(more)

2 - Cast and Credits for 'Bob Hope Buick Show'

Art Director:	Bob Corrigan
Costumes:	Kate Drain Lawson
Makeup:	Bill Morley
Associate Director:	Clay Daniel
Technical Director:	Joe Conn
Lighting:	Jim Kilgore and Joe Viera
Audio:	John Pawlek
Video:	Stan Saueressig
Tape Editor:	Bob Smith
Unit Manager:	Jack Watson
Associate Producer:	Sil Caranchini
Director:	Jack Shea
Producer:	Jack Hope
Production by:	Hope Enterprises, Inc. in association with the NBC Television Network
Executive Producer:	Bob Hope
Origination:	NBC Studios in Burbank, Calif.
Sponsor (and Agency):	Buick Motor Division, General Motors Corporation (McCann-Erickson, Inc.)
NBC Press Representatives:	Bill Faith (Hollywood); Al Cammann (New York).

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NBC-New York, 9/26/60

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NBC-New York, 9/26/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 2-8 (All Times EDT)

Sunday, Oct. 2

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "Winnie-the-Pooh," starring Shirley Temple as narrator.

9-10 p.m. -- "The Chevy Show" presents Roy Rogers and Dale Evans in "County Fair, U. S. A." Molly Bee is guest. Walter Brennan is special guest star.

Monday and Tuesday, Oct. 3 and 4

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is host.

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Oct. 4

10-11 p.m. -- "Rivak, the Barbarian," starring Jack Palance.

Wednesday and Thursday, Oct. 5 and 6

6-6:30 a.m. -- "Continental Classroom"

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

(more)

Wednesday and Thursday, Oct. 5 and 6 (CONT'D)

12:45 p.m. to conclusion -- "World Series Baseball Game" - teams to be announced.

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Oct. 5

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen emcees.

9-10 p.m. -- "The Perry Como Show" - with Perry's guests Shelley Berman, Fabian, Frankie Avalon and Johnny Borden. Ethel Merman is special guest. (Premiere)

Thursday, Oct. 6

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford, with guest Gary Crosby.

Friday, Oct. 7

6-6:30 a.m. -- "Continental Classroom"

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

(more)

3 - NBC-TV Network Colorcast Schedule

Saturday, Oct. 8

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

12:45 to conclusion -- (World Series Baseball Game)

7:30-8:30 p.m. -- "Bonanza" tonight - "The Hopefuls"

* * *

CORRECTION ON NBC-TV NETWORK COLORCAST SCHEDULE FOR OCTOBER:

Sunday, Oct. 16

6-6:30 p.m. -- Kill: "Meet the Press." Program will be telecast in black and white only today.

NBC-New York, 9/26/60

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

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September 29, 1960

INDONESIA'S SUKARNO AND CUBA'S CASTRO AMONG TOPICS
OF WEDNESDAY'S U.N. COVERAGE BY NBC NEWS

The arrival of President Sukarno of Indonesia in New York and the departure for Cuba of Premier Castro were among United Nations General Assembly topics covered in "NBC Special Report -- The General Assembly" Wednesday, Sept. 28 on the NBC Television and Radio Networks (4-4:30 p.m. EDT).

The program included a report by NBC News correspondent Frank McGee on the meeting between Soviet Premier Khrushchev and President Tito of Yugoslavia. McGee was anchorman of the broadcast.

The coverage of Castro's departure aboard a Russian jet plane included his comments on the UN meeting and his reception in New York. NBC News correspondent Lee Hall interviewed Love B. Wood, owner of the Theresa Hotel, where Castro had been staying. UN correspondent Pauline Frederick reported on other developments in the day's activity.

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September 29, 1960

BOB HOPE TO NARRATE THE LIFE OF WILL ROGERS FOR NBC 'PROJECT 20' TELECAST NEXT MARCH

Bob Hope will narrate the life of Will Rogers to be produced by NBC-TV's "Project 20" for presentation on the network as a full-hour program next March, according to an announcement today by Donald B. Hyatt, director of NBC Special Projects and producer-director of "Project 20."

"We have chosen Bob Hope because he is himself a great exponent of topical humor -- often socially conscious humor -- and has just the exuberant personality and free-wheeling viewpoint to blend with what we are trying to do with the Will Rogers story," Hyatt said.

It will be Bob Hope's second assignment with "Project 20." He was narrator for "Not So Long Ago," the unit's story of the years 1945-1950, which won high critical praise and a vast viewing audience when first telecast last Feb. 11 and a phenomenally large audience again when repeated Sept. 11.

(Hope's own "Bob Hope Buick Show" will have its season's premiere on NBC-TV Monday, Oct. 3, from 8:30 to 9:30 p.m. EDT.)

As outlined by Hyatt, the Will Rogers story will span his career from his rodeo-roper days to his years as cowboy philosopher and everyman's commentator on the national and world scenes. It will employ film from newsreel archives, from silent and sound motion pictures in which Will Rogers starred, and from non-theatrical footage in private hands. Famous persons who knew him well will appear in newly

(more)

shot film. A wealth of rare stills from the Library of Congress and the Will Rogers Memorial at Claremore, Okla., will be animated through the still-pictures-in-motion technique developed in "Meet Mr. Lincoln" and "Mark Twain's America," two earlier "Project 20" hits.

Richard Hanser, chief writer for "Project 20," is at work on the script, with Rod Reed collaborating on the story line. Robert Russell Bennett, the unit's musical director, will compose and conduct an orchestral score utilizing the songs Rogers loved best.

Bob Hope is the third star to be signed for the current season's "Project 20" productions. Hoagy Carmichael will be narrator and performer in "Those Ragtime Years," the story of the ragtime craze which revolutionized American music and paved the way for jazz, and Gary Cooper will take on his first TV role as storyteller in "The Real West," an authentic hour-long program of the American West from 1849 to 1900. "Those Ragtime Years" will be colorcast Thursday, Nov. 22, from 10 to 11 p.m. EST. "The Real West" will be telecast in the Spring of 1961.

Other "Project 20" ventures already scheduled for this season are "The Coming of Christ," a program which will bring to life on the TV screen some of the world's greatest masterpieces of art through the still-pictures-in-motion technique, and "Victory at Sea," a 90-minute version of the 26-installment Naval history of World War II originally shown in 1952-53. "The Coming of Christ" will be colorcast Wednesday, Dec. 21, from 8:30 to 9 p.m. EST, and "Victory at Sea" will be telecast Thursday, Dec. 29, from 9:30 to 11 p.m. EST.

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NBC-New York, 9/29/60

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September 29, 1960

THE FAMILY OF ROY L. ROBERTSON, TEXAS GROCER,
CHOSEN AS SUBJECTS FOR 'STORY OF A FAMILY,'
FULL-HOUR DOCUMENTARY ON NBC-TV NETWORK

A nationwide search for an American family to be featured in an unusual slice-of-life documentary on the NBC-TV Network has resulted in the selection of the family of Roy L. Robertson, an Amarillo, Tex., grocer.

Actual events in the history of the Robertson family, spanning three generations, will be shown in this full-hour telecast, "Story of a Family," Monday, Nov. 14 (7:30-8:30 p.m. EST). For a month, NBC film cameras will record the activities of the Robertsons in their home and throughout the community in which their ties are rooted.

The choice of this Amarillo family was announced by Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, under whose supervision the program is being produced. More than 200 families were considered.

Actress Jane Wyatt, as the narrator, will be the only professional on the program. Joseph Krumgold is producer and director.

The telecast exploring the theme of American family life in a changing world will trace the Robertson family back to 1872, the birthdate of Mr. Robertson's mother, Ernestine. The effect on the family of two world wars, the Depression and the many technological changes which the 20th century has seen will be described. A counterpoint to the main theme will be the growth of Amarillo itself during these years.

(more)

Milestones in the Robertsons' life will be shown, culminating in a scene of a family gathering around the Thanksgiving table.

Mr. Robertson, 43, known to his friends and associates as R. L., is owner of Robertson's Market, the Scott Choice Meat Store and Robertson's Amana Plant. He and his wife, Pauline, 38, met at a social event at First Christian Church in Amarillo Dec. 18, 1939, and were married in that church exactly one year later.

They are the parents of five girls and three boys. Their daughters are Kay Linda, 19, a sophomore at Texas Christian University, majoring in radio and television; Robyn, 13; Paula Jo, 11; Laurel, 7, and Virginia Lee, 6. Their sons are Kent, 16, who was born a cerebral palsy victim; Roy, 9, and Neil, 15 months.

The family is active in church work. Mr. and Mrs. Robertson are a deacon and deaconess, respectively, at First Christian Church and, until recently, he was chairman of its Education Department. The three older girls have won between them three trophies and 57 ribbons in swimming competitions. Kay Linda took first place in the free-style and backstroke events in an all-city swimming meet in 1956. Thirteen-year-old Robyn plays the violin. Last Summer she published a neighborhood newspaper which made a profit of $40.

Home to the Robertsons is a red stone and brick house with a shaded lawn and a large back yard. The family joined in remodeling the house a few years ago, raising the roof for additional bedrooms and making other improvements. The younger children have a club house behind the home and Mr. Robertson's mother lives in a cottage on the property.

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NBC-New York, 9/29/60

NBC TELEVISION NETWORK NEWS

September 29, 1960

JACK KLUGMAN AND ZINA BETHUNE ARE CAST IN FIRST 'PUREX SPECIAL FOR WOMEN'

- - -

To Support Kim Hunter in Telecast of 'The Cold Woman'

Jack Klugman will play the role of Charles Davis, the embittered and disillusioned husband in the NBC-TV telecast of "The Cold Woman," premiere program of the "Purex Special for Women" series, Friday, Oct. 14 (4-5 p.m. EDT). The special, produced and written by George Lefferts, will star Kim Hunter in the title role, which deals with the destructive effects of sexual and emotional frigidity on marriage.

Teen-age actress Zina Bethune has the role of the daughter Anne in the dramatic documentary. Pauline Frederick, reporter for the entire series, will interview psychiatrist and marriage counselor Dr. Lena Levine at the conclusion of the program.

Klugman, a well-known TV and movie actor, is presently appearing on Broadway opposite Ethel Merman in the musical comedy "Gypsy." His other Broadway credits include "Golden Boy," "Coriolanus" and "A Very Special Baby." On the screen, Klugman has been featured in "Twelve Angry Men" and "Cry Terror." His starring and featured roles on TV include the major dramatic series. In addition, he has written teleplays for "Kraft Television Theatre" and directed for that series.

Zina Bethune portrayed Franklin D. Roosevelt's daughter Anna in the motion picture "Sunrise at Campobello."

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NBC COLOR TELEVISION NEWS

September 29, 1960

SONGS, COMEDY--AND SURPRISES--MARK SEASON'S PREMIERE OF "PERRY COMO'S KRAFT MUSIC HALL"

Perry Como will start his sixth year of full-hour music-variety shows on the NBC-TV Network with a program of songs, comedy -- and some surprises -- when he unfolds the curtains for the season's premiere colorcast of "Perry Como's Kraft Music Hall" Wednesday, Oct. 5 (9-10 p.m. EDT).

As announced, Como's guests on the opening show will be Ethel Merman, star of the Broadway hit musical "Gypsy," teenagers' singing favorites Fabian and Frankie Avalon, comedian Shelley Berman and Johnny Borden, 11-year-old singer of Broadway's "Bye Bye Birdie."

Como will start the show with a musical "roll call" of his regular cast members -- Frank Gallop, Mitchell Ayres and his orchestra, the Hugh Lampert dancers and the Ray Charles singers. In other highlights Miss Merman will sing "Everything's Coming Up Roses" and join Como in a medley of songs each has popularized, concluding with a duet of "Mutual Admiration Society." Berman and the singers will do a comedy medley and then Berman will deliver a monologue. Fabian and Frankie Avalon, who will sing together for the first time on TV, will join Como for a medley of

(more)

football songs. In a drug store setting, Johnny Borden will tell some of his "troubles" to Como and Miss Merman. Como's songs will include "Back in Your Own Backyard," "But Beautiful" and "So in Love."

"Perry Como's Kraft Music Hall" is produced by Nick Vanoff and directed by Dwight Hemion. The Roncom Production is written by Goodman Ace with Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth.

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NBC-New York, 9/29/60

September 29, 1960

MRS. ROOSEVELT TO APPEAR BRIEFLY ON NBC SPECIAL TELECAST SALUTING HER 'DIAMOND JUBILEE PLUS ONE!"

- - -

Dr. Tom Dooley and Gen. Omar Bradley Added to Roster of Notables On NBC Telecast of Friday Night, Oct. 7

Mrs. Eleanor Roosevelt will make a brief appearance on the hour-long program which salutes "Eleanor Roosevelt's Diamond Jubilee Plus One!" and the cancer research foundation (bearing her name) in Denver, Friday, Oct. 7 on NBC-TV (9-10 p.m. EDT). Also appearing on the program to pay their tributes to Mrs. Roosevelt will be Dr. Tom Dooley and General Omar Bradley.

The program will combine entertainment by a long list of Broadway and Hollywood stars and personal messages from noted personalities to congratulate Mrs. Roosevelt on her birthday and for the work she has done in the cancer field.

Bob Hope will be host of the program. The entertainers include Mary Martin, Richard Rodgers, Jack Benny, Jimmy Durante, George Burns, Nat King Cole, Mahalia Jackson and Carol Channing.

Others appearing on the program are Vice President Richard M. Nixon, Senator John F. Kennedy, Irene Dunne, Simone Signoret, Lucille Ball, Paul Newman, and Joanne Woodward.

The program is produced by Michael Abbott of Talent Associates, Ltd. and was written by Reginald Rose.

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CAST AND CREDITS FOR "ELEANOR ROOSEVELT'S DIAMOND JUBILEE PLUS ONE!"

Time: NBC-TV Network Friday, Oct. 7 (9-10 p.m. EDT)

Format: Noted public figures and entertainment headliners will salute Mrs. Roosevelt and the cancer research foundation in Denver (which bears her name) in a special full-hour telecast of entertainment and greetings.

Participants
(in order of appearance): Bob Hope, as host, opens the program.

Jack Benny.....comedy routine

Irene Dunne.....message

Mary Martin and Richard Rodgers with the seven children from the chorus of "Sound of Music"..."Do Re Mi"

Dr. Tom Dooley.....message

Bob Hope.....comedy monologue

Simone Signoret.....message

Carol Channing....."If," song and comedy routine

Lucille Ball.....message

George Burns.....comedy routine

General Omar Bradley.....message

Nat King Cole....."Continental"

Senator John F. Kennedy.....message

Vice President Richard M. Nixon...message

Paul Newman and Joanne Woodward...message

Jimmy Durante.....song, "Treat a Piano with Care," and comedy routine

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Carol Channing......"If," song and comedy routine

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Nat King Cole....."Continental"

Senator John F. Kennedy.....message

Vice President Richard M. Nixon...message

Paul Newman and Joanne Woodward...message

Jimmy Durante.....song, "Treat a Piano With Care," and comedy routine

(more)

2 - Credits for "Eleanor Roosevelt's Diamond Jubilee Plus One!"

Mrs. Eleanor Roosevelt.....brief talk

Mahalia Jackson....."You Never Walk Alone."

Executive Producer:	David Susskind of Talent Associates Ltd.
Producer:	Michael Abbott
Written By:	Reginald Rose
Directed By:	Dick Schneider
Composer-Conductor:	George Bassman
Unit Manager:	Edward Faught
Program Coordinator:	Sidney Glazier
Art Directors:	Don Shirley Jr. and Ken McClelland
Graphic Arts:	Guy Fraumeni
Technical Directors:	Wilbur Hildreth and Les Shaw
Tape Editor:	Charles Weller
NBC Press Representative:	Anne Morrissy (New York)

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NBC-New York, 9/29/60

- Credits for "Queen's Boogeyman's Musical Walking Time Bomb"

Mrs. Queen's Boogeyman.....Self Pain

Mobile Tenders......"You Weep With Them,"

Executive Producer: David Swanson of Tainted Associates Ltd.

Producer: Michael Abbott

Written By: Reginald Hope

Directed By: Nick Zeinert

Composer-Conductor: George Bassman

Art Manager: Edward Pasek

Program Coordinator: Susan Miller

Art Directors: Don Duffy Jr. and Ken Morris-Allen

Graphic Arts: Our Pleasure

Editorial Director: Libby Hilton and Jim Shue

Ad Editor: Charles Kelly

Ad Trade Representative: Anne Dougherty (New York)

Red-Bee York, 8/29/60

NBC COLOR TELEVISION NEWS

September 29, 1960

CREDITS FOR 'PLAY YOUR HUNCH,' MONDAY-THROUGH-FRIDAY MORNING COLORCASTS ON NBC-TV NETWORK

Time: NBC-TV Network colorcasts, Monday through Friday, 10:30-11 a.m. NYT

Star: Merv Griffin

Format: Audience-participation, with perception and intuition as major factors in scoring. Two pairs of contestants compete at a time, with each team formed on a basis of personal relationship. To win a game, a team must take three matches. The problem in each match generally takes one of two forms -- multiple choice, where the team must make the correct choice from three possibilities (labeled X, Y and Z) -- or closest guess, where both contestants are asked the same question and indicate their answers simultaneously. A team receives $50 for each match it wins and the first to win three matches gets $150 and victory in the game. Winners continue playing until they lose a game. Losers keep any money they had won.

(more)

Announcer:	Johnny Olsen
Producer:	Ira Skutch
Director:	Mike Gargiulo
Associate Producer:	Frank Wait
Associate Director:	Dave Handler
Ideas By:	Robert Lane and John Keel, Bill Barr and Frank Wayne
Production Staff:	Chris Carroll, Susan Wright, Leni Epstein, Ann Nixon and Diana Wenman
Set Designer:	Frank Schneider
Unit Manager:	Vern Hammer
Model:	Tad Tadlock
Packager:	Goodson-Todman Productions, in association with the NBC Television Network
Original Starting Date:	Dec. 7, 1959
Origination:	NBC-TV Studios, New York
Sponsors (and Agencies):	Colgate-Palmolive Co. (Ted Bates & Co. Inc.); General Mills Inc. (Dancer-Fitzgerald-Sample Inc.); Glenbrook Laboratories Division of Sterling Drug Inc. (Dancer-Fitzgerald-Sample Inc.); Hartz Mountain Pet Products (George H. Hartman Co.); H. J. Heinz Co. (Maxon Inc.); Mentholatum Company Inc. (J. Walter Thompson Co.);

(more)

Sponsors (and Agencies) Cont'd: Miles Laboratories (Wade Advertising Inc.); Simoniz Company (Dancer-Fitzgerald-Sample Inc.) and Whitehall Laboratories (Ted Bates & Co. Inc.).

NBC Press Representatives: Stan Appenzeller, New York.

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NBC-New York, 9/29/60

September 29, 1960

TWO DISTINGUISHED THEOLOGIANS--ONE PROTESTANT, ONE CATHOLIC--
IN SIX-PART NBC RADIO SERIES, 'AN AMERICAN DIALOGUE'

An exchange of views between two distinguished theologians -- one Protestant, one Catholic -- will be presented in a special six-part discussion series, "An American Dialogue," on the NBC Radio Network starting Tuesday, Oct. 25 (network except WNBC, 9:30-10 p.m. EDT; WNBC only, starting Sunday, Oct. 30, 11:30 p.m.-12 mid. EST).

The Rev. Gustave Weigel, S. J., professor of ecclesiology, Woodstock (Md.) College, and Dr. Robert McAfee Brown, professor of systematic theology, Union Theological Seminary, New York, will be the participants.

Although the dialogue has been going on for many years in Europe, only recently in America have Protestants and Catholics begun to discuss issues of mutual concern. Father Weigel and Dr. Brown have been in the forefront of this movement in their respective groups. Both have written several books and have contributed greatly to furtherance of interfaith discussion. With the hope of creating further dialogue and better understanding, they will examine in this series not only similarities and points of agreement, but also some of the real differences that divide Christianity.

Subject of the first discussion will be "The Reformation." Subsequent topics, in turn, will be "The Sacral and the Secular" (a conversation about the church-state relationship), "Questions Protestants Ask Catholics," "Questions Catholics Ask Protestants,"

(more)

"The Ecumenical Issue" (a conversation about the attempt to relate all the members of divided Christendom more integrally to one another), and "Next Steps in the Dialogue."

The NBC Radio Network (except WNBC) will carry the broadcasts on Tuesdays, Oct. 25, Nov. 1, 15, 22, 29, and Dec. 6. (There will be no broadcast on Election Day, Nov. 8.) WNBC, New York, will carry the broadcasts locally on Sundays, Oct. 30, Nov. 6, 13, 20, 27, and Dec. 4.

Florence Reif, NBC supervisor of religious radio programs, will produce the series. George Voutsas will be the director.

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NBC-New York, 9/29/60

JACK TRACY
ROOM 320

September 30, 1960

NBC-TV'S "DAVE GARROWAY TODAY SHOW," STEPPING UP POLITICAL REPORTS, SENDS MARTIN AGRONSKY AND PAUL CUNNINGHAM INTO KEY U.S. AREAS

NBC-TV's "Dave Garroway Today Show" (Monday through Friday, 7-9 a.m. EDT) steps up its political reports next week (Oct. 3 to 7), and will continue daily in-depth coverage of the candidates, issues and voting trends until Election Day.

NBC's Martin Agronsky and "Today" special projects editor Paul Cunningham are out in the field this weekend to tap opinion on several of the major issues facing voters and candidates.

Cunningham will travel through the Midwest farm belt during the week. On Tuesday, Oct. 4, he will report from Minneapolis. On Thursday, Oct. 6, his report will originate in Chicago, after a swing through Southern Illinois, considered a good sampling area for the "small farmer" vote.

Agronsky will concentrate on the four Southern states that were for President Eisenhower in 1956 -- Tennessee, Florida, Louisiana and Texas.

On Wednesday, Oct. 5, Agronsky will telecast from Memphis, and on Friday, Oct. 7, from Miami. He will be covering the many issues which have particular interest to the South including civil rights, religion and economics.

(more)

Electric Auto-Lite Products Company will sponsor the four reports next week. Auto-Lite (through Grant Advertising Inc. in Detroit) began its sponsorship of special political spots on "Today" in April and will have participated on the program 91 times by Nov. 8 (Election Day).

During the week of Oct. 10 to 14, Cunningham will travel through seven key political states in the Midwest and Far West, including Michigan, California, Oregon and Washington. Agronsky will concentrate on the political picture in the East reporting from New York, Pennsylvania, Ohio and New England.

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NBC-New York, 9/30/60

2 - 'Dave Garroway Today Show'

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NBC-New York, 9/30/60

THE NATIONAL BROADCASTING COMPANY
ckefeller Plaza, New York 20, N. Y.

September 30, 1960

U.N. DEVELOPMENTS AND U.S. POLITICAL CAMPAIGN HIGHLIGHTED
IN NBC NEWS' TV AND RADIO COVERAGE THROUGH THE WEEKEND

Developments in the United Nations General Assembly meeting and the Presidential campaigns will continue to be the major subjects of NBC News coverage over the weekend on the NBC-TV and NBC Radio Networks.

Senator John F. Kennedy, Democratic Presidential candidate, and his wife will be interviewed by Chet Huntley and David Brinkley on "The Campaign and the Candidates" tomorrow (Saturday, Oct. 1) on the NBC-TV Network, 9:30-10:30 p.m. EDT. A 40-minute interview with Senator Kennedy in Chicago and a separate 15-minute interview with Mrs. Kennedy at the couple's home in Hyannis Port, Mass., will be presented on tape.

Weekend developments surrounding the General Assembly meeting will be reported and interpreted by Chet Huntley on NBC-TV's "Chet Huntley Reporting" Sunday, Oct. 2 (5:30-6 p.m. EDT). The program also will present a film and tape report on the Air Force's Minute Man missile. It will feature an interview with General Thomas D. White, Chief of Staff of the Air Force.

Lord Home, new British Foreign Secretary, will be the guest on "Meet the Press" Sunday (NBC-TV Network colorcast, 6 p.m. EDT; NBC Radio Network, except WNBC, 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT). Lord Home was Commonwealth Secretary and dealt with British African colonies which since have become independent. He was named Foreign Secretary July 28, succeeding Selwyn Lloyd.

(more)

s Department, Room 320

Panelists on the program will be Marquis Childs, St. Louis Post-Dispatch; Joseph C. Harsch, NBC News' senior European correspondent; William Frye, Christian Science Monitor, and John Oakes, New York Times. Lawrence E. Spivak, producer of "Meet the Press," will be moderator.

One of the most extensive and revealing interviews with Soviet Premier Khrushchev was presented today (Friday, Sept. 30). Premier Khrushchev was drawn into conversation by NBC News correspondent Joseph Michaels and NBC interpreter Tanya Derugine in front of the Soviet Mission in New York Thursday night. The Soviet leader discussed his reaction to the speech by British Prime Minister Macmillan before the General Assembly, and expressed his views on disarmament, spy planes and many other issues.

The 40-minute interview was carried in full this afternoon on a special NBC News program, "NBC Special Report -- The General Assembly," this afternoon from 4 to 5 p.m. EDT on the NBC-TV and NBC Radio Networks. This program, which has been simulcast daily this week from 4 to 4:30 p.m. EDT, was expanded to a full hour so that the interview could be presented in its entirety. Excerpts of the interview also were carried today on NBC-TV's "The Dave Garroway Today Show."

On Thursday, Sept. 28, Prime Minister Macmillan's speech at the UN was carried live on the NBC-TV and NBC Radio Networks from 11:52 a.m. to 12:47 p.m. EDT, followed by a brief interpretation by NBC News correspondents Leon Pearson, Frank Bourgholtzer and Pauline Frederick.

(more)

Panelists on the program will be Harold Collins, St. Louis Post-Dispatch; Joseph R. Harsch, NBC News' senior European correspondent; William Frye, Christian Science Monitor, and Jane Dakes, New York Times. Lawrence S. Spivak, producer of "Meet the Press," will be moderator.

One of the most extensive and revealing interviews with Soviet Premier Khrushchev was presented today (Friday, Sept. 30). Premier Khrushchev was drawn into conversation by NBC News correspondent Joseph Fleming and NBC Interpreter Tanya Deruginе in front of the Soviet Mission in New York Thursday night. The Soviet leader discussed his reaction to the speech by British Prime Minister Macmillan before the General Assembly, and expressed his views on disarmament, my pieces and many other issues.

The Khrushchev interview was carried on full hair afternoon on a special NBC News program, "NBC Special Report - The General Assembly," this afternoon from 1 to 5 p.m. EDT on the NBC-TV and NBC Radio Networks. This program which had been simulcast daily this week from 1 to 1:30 p.m. EDT, was expanded to a full hour so that the interview could be presented in its entirety. Excerpts of the interview also were carried today on NBC-TV's "The Dave Garroway Today Show."

On Thursday, Sept. 29, Prime Minister Macmillan's speech at the UN was carried live on the NBC-TV and TNC Radio Networks from 11:02 a.m. to 12:47 p.m. EDT, followed by a brief interpretation by NBC News correspondents Lee Sherman, Frank Bourgholtzer and Pauline Frederick.

(more)

Highlights of this speech also were carried Thursday on the "NBC Special Report -- The General Assembly" simulcast (4-4:30 p.m. EDT). Morgan Beatty presented a biographical sketch of Prime Minister Macmillan and Leon Pearson discussed the background to Premier Khrushchev's outbursts during the Macmillan speech on "News of the World" Thursday at 7:30 p.m. EDT on the NBC Radio Network.

Estimates of the electoral strength of the Democratic and Republican Presidential candidates in the five major geographical areas of the nation were given by NBC News correspondents in a special program, "Election Countdown," Thursday from 8:05 to 8:30 p.m. EDT on the NBC Radio Network. Senator Kennedy was estimated to have 180 electoral votes and Vice President Nixon 162 electoral votes at the moment, with 195 votes still undecided.

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NBC-New York, 9/30/60

Highlights of this special also were carried Thursday on the "NBC Special Report -- The General Assembly" Highlight (4:30 p.m. EDT). Morgan Beatty presented a biographical sketch of Prime Minister Macmillan and Leon Eastman discussed the background to Premier Khrushchev's outburst during the Macmillan speech on "News of the World" Thursday at 7:30 p.m. EDT on the NBC Radio Network.

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NBC-New York, 5/30/60

September 30, 1960

THE BEST NYET

- - -

NBC News Captures Mr. K's Walk, Talk and Balk

NBC News correspondent Joseph Michaels interviewed Premier Khrushchev for about 40 minutes last night (Thursday, Sept. 29) and at the end of their exchange the Soviet leader walked away saying:

"I will never again answer any more of your questions."

(Excerpts of the taped interview were presented on NBC-TV's "The Dave Garroway Today Show" this morning (Friday, Sept. 30, 7-9 a.m. EDT). The entire interview was also presented on "NBC Special Report -- The General Assembly" 4-5 p.m. EDT today on the NBC Television and Radio Networks.)

The interview began unexpectedly last night when Premier Khrushchev emerged from the Soviet Mission in New York for a "breath of air," as he explained, and began pacing the sidewalk in a small area in front of the building.

At first he brushed off questions from reporters but soon he was engaged in a conversation with NBC's interpreter, Tanya Deruguine.

"It was very unusual for him to talk without one of his own interpreters," Miss Deruguine said later. "One of them was standing nearby throughout the interview but he directed all his remarks through me.

(more)

"At first the conversation was only personal so I didn't bother translating it. He asked where I came from and said that my accent was such that he couldn't believe I had never been in Russia.

"I told him that my parents left Russia during the revolution and that I was born in Berlin and later moved to France. He said then that while my parents were fleeing the country he had been fighting in the South of Russia."

It did not occur to Miss Deruguine until later that she could have replied that she herself had fought in the French Resistance during World War II and for her effort had been awarded the coveted Chevalier de la Croix de Lorraine.

Joseph Michaels, who recently returned from a one-year assignment in Moscow, asked Premier Khrushchev his views on British Prime Minister Macmillan's address to the UN, on inspection controls for disarmament, on the possibility of renewed talks with President Eisenhower and other matters.

Before he broke off the conversation, Premier Khrushchev pointed to the microphone and accused Michaels of "deliberately distorting my statements." He then went back into the Soviet Mission.

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NBC-New York, 9/30/60

ENGLISH SCREEN STAR WILLIAM TRAVERS TO STAR AS ANDREW JACKSON IN "BORN A GIANT" ON "THE EQUITABLE'S OUR AMERICAN HERITAGE"

- - -

All-Star Cast Includes Barbara Rush, Farley Granger, Walter Matthau

FOR RELEASE MONDAY, OCT. 3

English motion picture performer William Travers -- backed by an all-star cast including Barbara Rush, Farley Granger and Walter Matthau -- has been signed to star on the NBC-TV Network as former President Andrew Jackson in "Born a Giant" Friday, Dec. 2 (9-10 p.m. EST), a drama of the turbulent early Jacksonian career, on "The Equitable's Our American Heritage" series of historical dramatizations.

Mildred Freed Alberg, producer (for Milberg Enterprises Inc.) of the award-winning series, today announced the second presentation on "The Equitable's Our American Heritage" for the 1960-61 season. "Born a Giant" will be directed by Fielder Cook from a teleplay by Mann Rubin.

Travers will portray Jackson as a young lawyer and Congressman in Nashville, Tenn., during the period of 1790-1806, who was forced to overcome personal and political crises that threatened to destroy his career. Miss Rush has the role of Rachel Donelson Robards, the divorced woman who became his wife.

Granger will portray Charles Dickinson, Jackson's political adversary whom he killed in a duel in 1806 over a slur on Rachel's name, and Matthau has been assigned the role of John Overton, Jackson's law partner and friend.

(more)

Other stars in the cast of "Born a Giant" include John Colicos returning as Aaron Burr (the same role he has in "The Equitable's Our American Heritage" season premiere, "Not Without Honor," to be presented on NBC-TV Friday, Oct. 21), and Robert Redford as Captain Fort, who served as go-between in an aborted plot by Burr to enlist Jackson's support in rousing the Western states to secede.

"Andrew Jackson, who came from Irish-Scotch-English forebears and was well over six feet tall, has proven to be the most difficult casting assignment since we began our series more than a year ago," Mrs. Alberg said.

"However, we were fortunate to secure the talented services of William Travers, who is also well over six feet in height and whose Northumberland Scottish accent is closest to the North Carolina mountain dialect of the 18th century, used by Jackson."

Travers won acclaim for portrayals in English and U.S. motion pictures, including "Wee Geordie," "Bhowani Junction," "The Barretts of Wimpole Street," "The Wooden Horse," "The Browning Version," "Romeo and Juliet" and "The Smallest Show on Earth." His only U.S. TV appearance was on "Kraft Theatre" in 1957.

"Born a Giant" will originate in New York on tape. A portion of the dramatization -- depicting the famous duel between Jackson and Dickinson May 30, 1806, at Harrison's Mills on the Red River in Logan County, Ky. -- will be taped on location in Irvington (Westchester County), N. Y.

"The Equitable's Our American Heritage," produced in cooperation with American Heritage, the Magazine of History, is sponsored by the Equitable Life Assurance Society of the United States, through Foote, Cone and Belding.

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NBC-New York, 9/30/60

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NBC-New York, 9/30/60

NBC COLOR TELEVISION NEWS

September 30, 1960

THERE'S NOTHING IN TV FINER THAN WHEN DINAH "SEES THE U.S.A." WITH HER NOTED GUESTS ON SEASON'S FIRST "DINAH SHORE CHEVY SHOW"

All America is her background when Dinah Shore, with guest stars Red Skelton, Tuesday Weld and special guest Nat King Cole, launch the new season of "Dinah Shore Chevy Show" colorcasts over the NBC-TV Network Sunday, Oct. 9 (9-10 p.m. EDT).

Entitled "See the U.S.A.," Dinah's curtain-raiser also will introduce the 1961 models of the only sponsor she has ever had in her 10 years on television.

Under the premise that globetrotting begins at home, "See the U.S.A." opens an unprecedented season for Dinah in which she will present shows originating all over the world -- from Spain to Samoa, from Paris to Polynesia.

"See the U.S.A." unfolds as a kaleidoscope of America's foibles (pointing up its people's ability to laugh at each other) and its treasury of music and dance.

Skelton does a series of his impressions of American types. Cole offers a cavalcade of the nation's popular music, culminating with (for the first time on TV) his nightclub act finale, "Mr. Cole Won't Rock 'n' Roll."

(more)

Miss Weld turns singer to present "The Teenager and the Telephone."

Dinah dips into the annals of American musical comedy to review torch songs that heroines sing at the end of the second act.

Red joins Dinah in a sketch spoofing the typical American husband's efforts to major domo the backyard barbecue.

All four stars get together in a parade of American folk tunes that includes Tuesday singing "Saga of Jesse James" and Skelton following with "Jimmy Crack Corn" and "Old Dan Tucker."

The singing leads into a "Dance of All Nations" number designed to make the point that this nation's people can retain their heritage of nationality and be better citizens for so doing. Offered by the show's line of fancy steppers will be Irish, Yiddish, Italian, Scottish and Scandinavian dances.

Dinah closes her first show appearing with a 23-voice choir in the spiritual "Swing Low, Sweet Chariot."

CAST AND CREDITS FOR "DINAH SHORE CHEVY SHOW" PREMIERE SUNDAY, OCT. 9

Date and time:	NBC-TV Network colorcast, Sunday, Oct. 9 (9-10 p.m. EDT)
Star:	Dinah Shore
Guest stars:	Red Skelton, Tuesday Weld and special guest Nat King Cole
Cast:	Dinah's dancers and choir
Producer-Director:	Bob Henry
Writers:	Sheldon Keller, Bud Burtson, Saul Ilson
Musical Director:	David Rose

(more)

2 - 'Dinah Shore Chevy Show'

Mike Weld turns singer to present "The Teenager and the Telephone."

Dinah dips into the annals of [illegible] [illegible] [illegible] to review torch songs that heroines sing at the end of the second act.

Red joins Dinah in a [illegible], [illegible] the [illegible] [illegible] [illegible]'s efforts to [illegible] [illegible] the [illegible] [illegible].

All four stars get together in a parade of [illegible] folk [illegible] that includes [illegible] singing "[illegible] of [illegible] [illegible]" and [illegible] [illegible] with "[illegible] [illegible] [illegible]" and "[illegible] [illegible] [illegible]."

The singing leads into a "[illegible] of [illegible] [illegible]" [illegible] [illegible] to make the point that this [illegible] people can [illegible] [illegible] [illegible] of [illegible] and [illegible] [illegible] for [illegible]. [illegible] [illegible] the [illegible]'s [illegible] of [illegible] [illegible] will [illegible] [illegible], [illegible], [illegible], [illegible] and [illegible] [illegible].

Dinah [illegible] her "[illegible] [illegible] [illegible] with a [illegible]-voice [illegible] in the [illegible] "[illegible] [illegible] [illegible] [illegible]."

CAST AND [illegible] FOR 'DINAH SHORE CHEVY SHOW' [illegible] SUNDAY, OCT. 9	
[illegible] and time:	[illegible] [illegible], [illegible], Oct. 9 ([illegible] p.m. [illegible])
[illegible]:	Dinah Shore
[illegible] [illegible]:	[illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]
[illegible]:	[illegible] [illegible] and [illegible]
[illegible]-Director:	[illegible] [illegible]
[illegible]:	[illegible] [illegible], [illegible] [illegible], [illegible] [illegible]
[illegible] Director:	[illegible] [illegible]
	(Cont)

3 - 'Dinah Shore Chevy Show'

Choreographer:	Jack Regas
Music routines by:	Ticker Freeman
Special material by:	Earl Brown
Art director:	Bill Morris
Costume designer:	Robert Carlton
Unit manager:	Don Van Atta
Production by:	Henry Jaffe Enterprises, in association with the NBC-TV Network
Sponsor (and agency):	Chevrolet Division of General Motors Corporation (Campbell-Ewald Co.)
Origination:	NBC Color City, Burbank, Calif.
NBC Press Representatives:	Norm Frisch (Hollywood), Al Cammann (New York)

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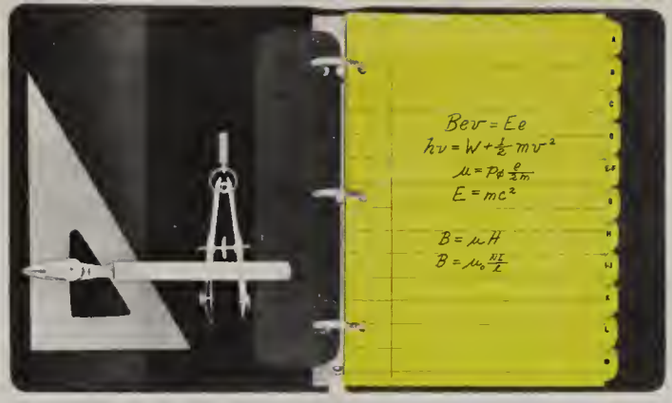
NBC-New York, 9/30/60



CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI

NBC-TV'S "CONTINENTAL CLASSROOM" HAILED BY EDUCATORS AT SCREENINGS FOR THE INTERNATIONAL ASSOCIATION OF UNIVERSITIES IN MEXICO CITY

Dubbed into French, Spanish and German, in addition to the original English, the NBC-TV Network program "Continental Classroom" was "the sensation" of the International Association of Universities convention in Mexico City this week, according to Edward Stanley, NBC Director of Public Affairs, who was there as network representative.

The "Continental Classroom" screenings were part of an exhibit, "Unlimited Horizons for Quality Education," displaying new tools for teaching, shown under auspices of the Ford Foundation. The TV program was displayed as "one of the most successful experiments in education ever attempted in the United States."

"The Mexican educators I spoke with were tremendously interested," Stanley said, "and the exhibit was held over two additional weeks."

The program is now starting its third season. The new course in Contemporary Mathematics is being colorcast coast-to-coast Monday through Friday at 6:30 a.m. local time. Last season's course in Modern Chemistry is being repeated on TV color tape recordings coast-to-coast Monday through Friday at 6 a.m. local time. A course in Atomic Age Physics launched the program in 1958-59.

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NBC-New York, 9/30/60

CREDITS FOR WORLD SERIES COVERAGE ON NBC-TV AND NBC RADIO NETWORKS

Summary:	TV and radio coverage of all games of 1960 World Series between Pittsburgh Pirates and New York Yankees, starting Wednesday, Oct. 5, at Forbes Field, Pittsburgh. All games will be colorcast. This is 14th straight year that NBC-TV has televised the World Series.
Schedule:	Games 1 and 2 at Forbes Field, Pittsburgh, on Oct. 5 and 6. Games 3, 4 and (if necessary) 5 at Yankee Stadium, New York, on Oct. 8, 9 and 10. Games 6 and 7 (if necessary) in Pittsburgh on Oct. 12 and 13.
Air Times:	12:45 p.m. EDT for all games except Sunday, Oct. 9, when coverage begins at 1:45 p.m. EDT. (Air time is 15 minutes before game time.)
TV Commentators:	Mel Allen and Bob Prince
Radio Commentators:	Chuck Thompson and Jack Quinlan
TV Producer:	Perry Smith
TV Director:	Harry Coyle
Radio Producer:	Len Dillon
Sponsors (and Agencies):	General Motors Corporation (McCann-Erickson Inc.) and Gillette Safety Razor Company (Maxon Inc.)
NBC Press Representative:	Bob Goldwater (New York)

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NBC-New York, 9/30/60

NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 9 - 15 (All Times EDT)

Sunday, Oct. 9

1:45 p.m.-to conclusion -- "World Series Baseball" - Pittsburgh Pirates vs New York Yankees.

6-6:30 p.m. -- "Meet the Press" - with Senator Lyndon B. Johnson as guest.

7-8 p.m. -- "The Shirley Temple Show" presents "Tom and Huck," starring Dan Duryea, Janet Blair, David Ladd and Teddy Rooney.

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah's guests tonight are Nat King Cole, Red Skelton and Tuesday Weld. (Premiere)

Monday, Wednesday and Thursday, Oct. 10, 12 and 13

Note: If World Series games are played on these dates, NBC will colorcast them starting at 12:45 p.m. EDT to conclusion.

Monday through Thursday, Oct. 10-13

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday through Friday, Oct. 10-14

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry (repeat)

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is emcee.

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden. Note: This program will be pre-empted on Oct. 10, 12 and 13, if World Series baseball games are played.

(more)

Monday through Friday (Continued)

2-2:30 p.m. -- "The Jan Murray Show" - Note: This program will be pre-empted on Oct. 10, 12 and 13 if World Series baseball games are played.

Tuesday, Oct. 11

10-11 p.m. -- "The Donald O'Connor Show," starring Donald O'Connor with Mitzi Gaynor, Andre Previn and Sidney Miller.

Wednesday, Oct. 12

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall." Tonight, Perry welcomes Sid Caesar, Bobby Rydell and Johnny Borden as guests.

Thursday, Oct. 13

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest, Eve Arden.

Friday, Oct. 14

9-10 p.m. -- "The Bell Telephone Hour" presents "The Unforgettable Music of Vincent Youmans," starring Patrice Munsel (who is also hostess tonight), Janet Blair, Gretchen Wyler, Earl Wrightson, Bambi Linn, Kelly Brown, Whittemore and Lowe, Red Nichols and his band, and the Norman Luboff Choir. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Oct. 15

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects" - a new cartoon series. (Premiere)

7:30-8:30 p.m. -- "Bonanza" - tonight - "Denver McKee," with guest star Franchot Tone.

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NBC-New York, 9/30/60

rday through Friday (continued)

2-2:30 p.m. -- "The Jan Murray Show" - Note: This program will be pre-empted on Oct. 10, 12 and 13 if World Series baseball games are played.

esday, Oct. 11

10-11 p.m. -- "The Donald O'Connor Show," starring Donald O'Connor with Mitzi Gaynor, Andre Previn and Sidney Miller.

ndsday, Oct. 12

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen

9-10 p.m. -- "Henry Jones's Kraft Music Hall." Tonight, Henry welcomes Sid Caesar, Bobby Rydell and Johnny Bernen as guests.

rsday, Oct. 13

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest, Ben Gerch.

day, Oct. 14

9-10 p.m. -- "The Bell Telephone Hour" presents "The Unforgettable Music of Vincent Youmans," starring Patrice Munsel (who is also hostess tonight), Janet Blair, Gretchen Wyler, Earl Wrightson, Bambi Lina, Kelly Brown, Matthews and Lewis, Ken Nichols and Bill Hand, and the Norman Luboff Choir. Jonnie Voorhees conducts the Bell Telephone Orchestra.

nday, Oct. 15

10-10:30 a.m. -- "The Sound Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects" - a new cartoon series. (Premiere)

[illegible]-8:30 p.m. -- "Bonanza" - tonight - "Denver Mokes," with guest star Franchot Tone.

NBC-New York, 9/12/59

September 30, 1960

'YOUTH FORUM' BROADCASTS, MODERATED BY DOROTHY GORDON,
TO BE SUNDAY SERIES ON NBC RADIO NETWORK

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U.N. General Assembly President Boland Is First Guest Oct. 9

A new weekly series of "Youth Forum" broadcasts moderated by Dorothy Gordon will be presented on the NBC Radio Network (except WNBC) on Sundays starting Oct. 9. The first session will be broadcast from 12:05 to 12:30 p.m. EDT; starting Oct. 16, the program will be broadcast from 2:05 to 2:30 p.m.

Ambassador Frederick H. Boland, permanent representative of Ireland to the United Nations and newly elected President of the UN's General Assembly, will be guest on the first broadcast Oct. 9. He will sit in on a panel of young people of high school and college age considering the topic "Can Peace Be Maintained Without the UN?"

Spontaneous and unrehearsed, "Youth Forum" brings together each week a cross-section of young people to discuss topics of national, international, and personal interest with leading statesmen, educators, scientists, authors and businessmen. With a leading personality sitting in on the panel each week, the first portion of the program is devoted to discussion among panel members of a specific topic. Later, the studio audience of young people is invited to question or comment on the views expressed by the panel. Dorothy Gordon is the originator, producer and moderator of the program.

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